VOGUE

APRIL 15

The California idea across the U. S. A.

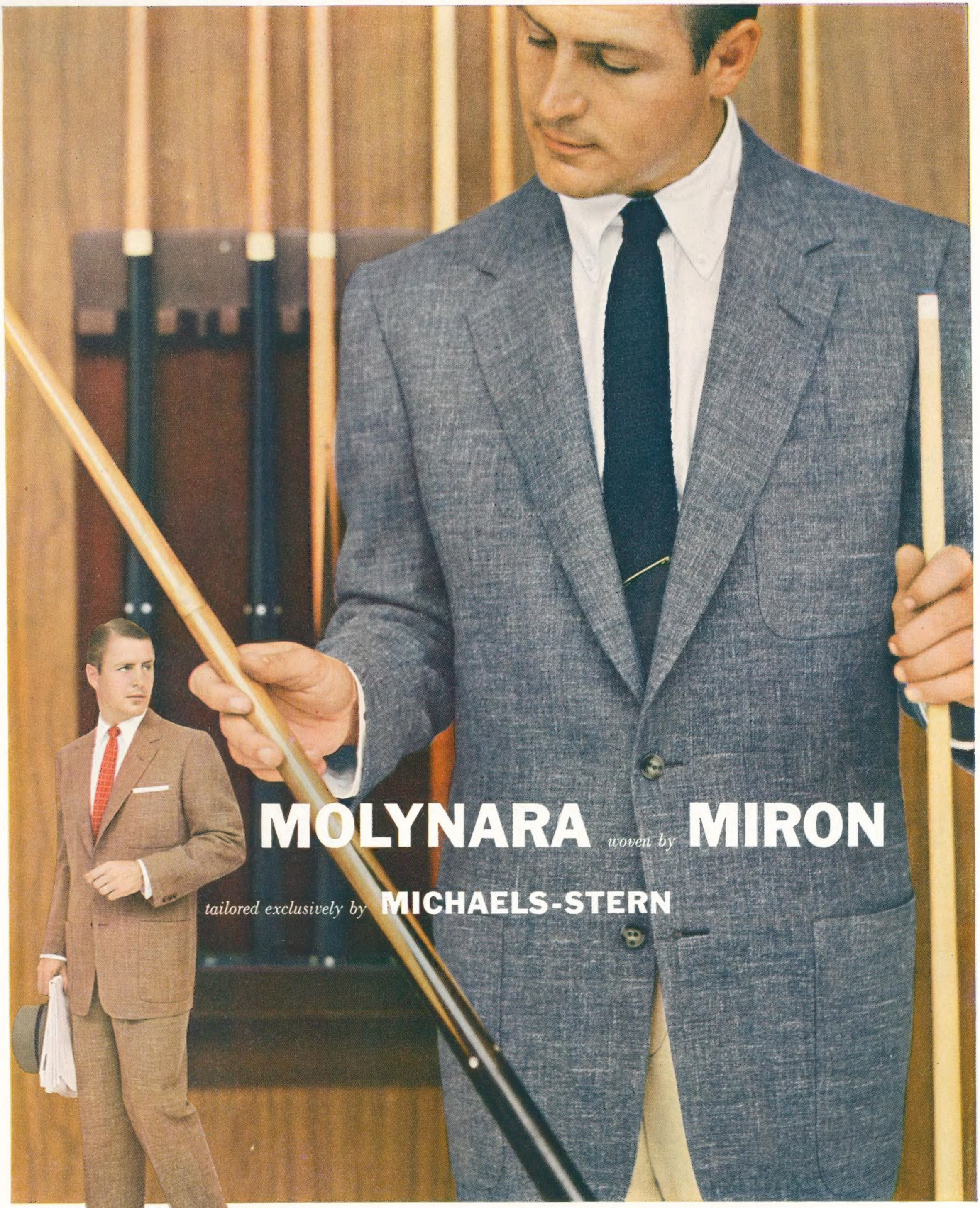
California fashions
houses, décor
ways-of-life
spreading
West to East

ADVANCE RETAIL TRADE EDITION



50 CENTS

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An extraordinary texture, created for Spring and Summer suits and sports jackets. As a suiting, Molynara is a handsome mix of 60% worsted, 20% linen, 20% mohair...marvelously lightweight and cool, yet strong, crisp and crease-resistant. As a jacketing, it's 60% worsted, 40% linen . . . minus the mohair for a softer, sportier texture. Both versions deftly tailored by Michaels-Stern alone. For store nearest you, write Miron Mills, Inc., 51 Madison Ave., New York, N. Y.

APRIL 15, 1954 TRADE EDITION

VOGUE

HOW TO USE THIS ISSUE OF VOGUE

1 For store-wide promotion: "The California Idea Across the U.S.A." (pages 59-87)... 29 pages of "California fashions, houses, décor, ways-of-life . . . spreading west to east" . . . ideas to promote in almost every department in your store . . . to bring together in important window displays, newspaper advertisements, a fashion show.

2 Begin summer with "Summer Suits and Big Hats" (pages 100-101) . . . suits of "non-wrinkling fabric mixtures, all shaded by huge straw hats." Vogue shows two of these suits with new city T-shirts—an idea for window displays. (Pages 108-109 are devoted to city T-shirts.)

3 More for summer—short evening dresses in chiffon, cotton (pages 102-105) . . . dresses for your customers to buy now, to start wearing now and through summer. Now is a good time to start promoting them.

4 News for spring brides—pale green nightdresses for their trousseaus (pages 116-117).... In your lingerie department promote "the new-found prettiness of green as a lingerie colour, its becoming clarity."

OTHER PROMOTION IDEAS

. . . fashions in "beige and blue summering here" . . . ideas for a "pink wedding" . . . organdie wedding dresses from Paris . . . cool summer day looks . . . prints from Paris. (Check the index on page 51 to find these and other fashion points in this issue)

ON PAGE 4 OF THIS TRADE EDITION SUPPLEMENT: THE "VOGUE SAYS" QUOTES THAT CAN HELP YOU TO SELL YOUR MERCHANDISE WITH VOGUE'S FASHION AUTHORITY

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ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES

VOGUE, APRIL 15, 1954, VOL. 123, NO. 7

VOGUE PREDICTS—

THE COLOUR, THE TEXTURE IN FABRICS OF FASHION 1954 AUTUMN · WINTER

THE COLOURS:

BY DAY: NEUTRALS GREYED—COLOURS BLACKENED.

BY NIGHT: LATE-DAY AND EVENING FABRICS—PALE AND POLISHED.

1 BLUES

Fashion news in a range from "blue-ink" through turquoise and periwinkle, to blues with a petunia cast.

2 BLACK-TO-BROWN

Important news is black and brown, tempered with charcoal. *Very new:* charcoal blended with gold, khaki and bright colours.

3 TONED-DOWN COLOURS

Naturals, browns, oranges, golds and greens—neutralized and darkened.

4 REDS

Scarlet is *the* important true colour. Blue reds and mahogany, newest reds; brick and poppy young reds.

BLUES	BLACK-TO-BROWN	BEIGES THROUGH GREENS	REDS
blue-ink	glossy black	honey butter	scarlet
deep teal	slate grey	golden camel	red-wing
turquoise	charcoal grey	mellowed cognac	mahogany
light periwinkle	clay pigeon	brick brown	pomegranate
hydrangea-blue	mole	golden mustard	navy with scarlet
eggplant	nut brown	reseda green	poppy with royal purple
begonia	burnt brown	dark teal	poppy
royal purple		billiard green	

MEN'S-WEAR FABRICS FALL-WINTER 1954

The new news: Black-Green and Black-Blue.

Still news, Black and Black-Brown suiting.
Subtle and conservative worsted sharkskin suitings important; so are flannels. In sports jackets, herringbone and sharkskin are especially good.

New for dinner coats is black broadcloth.

THE TEXTURES: CONTROLLED IS THE WORD FOR THE NEW TEXTURES.

5 THE TWEEDY FEELING

Lightweight, soft and firm. Both formal and casual tweed companions in related patterns and colours. Tweed influence in many other fabrics, but always *with feminine look.*

6 LATE-DAY AND EVENING FABRICS

Many pale colours, many brocaded looks. New variety in dinner and late-day coat textures—ribbed, corded, self-patterned.

7 CONTEMPORARY COTTONS

Cottons continue to develop in importance and in variety of texture and weight . . . their year-round acceptance is no longer news, but it is important to every fashion.

- Pile coatings have a soft, cropped upright deep surface that produces a luxurious and groomed look.
- Tweeds are tightened and closely woven—retain light, springy look.
- Coordinated companions for coats, suits and dresses, keep the fashion continuity.
- Broadcloths, velours, smooth Duvetynes, all have the look of a deep built-in lustre.
- Often many blends give rich texture and pattern news to dimensional woven designs.
- The news in late-day and evening coat fabrics is texture news: ribs, in small and giant size; faille and ottoman; double-faced satin and brocade.
- The news in jacquards, damasks and brocades is the opulent contrasting surfaces, often glistening with silk, slivers of fur, or the sparkle of crystal.
- Other news in evening fabrics: moiré, broadtail, marbled, brocatelle, embossed markings.

- Additional copies of these pages are available for sales training at $2.00 per 100 copies. Write: VOGUE MERCHANDISING SERVICE 420 LEXINGTON AVENUE, NEW YORK 17, NEW YORK.

Let what "Vogue Says" headline your advertisements and underline your displays.

quote VOGUE and sell fashion

YOUR RELEASE DATE: APRIL 16

TO SELL THE CALIFORNIA IDEA:

Dresses, suits, costumes

VOGUE SAYS: "A California look—neatness that stays that way"
VOGUE SAYS: "California triumphant—ease in fashion"
VOGUE SAYS: "Easy sheaths—from California"
VOGUE SAYS: "Loosely fitted sheath—easiest dress in the world"
VOGUE SAYS: "Sheaths—relaxing in California"
VOGUE SAYS: "Striped linen sheath—tucked for ease"
VOGUE SAYS: "An easy sheath dress with a new shorter jacket"
VOGUE SAYS: "Beige linen suit with a fit and a flare"
VOGUE SAYS: "Clean-swept costumes—down-to-earth smartness"
VOGUE SAYS: "Incoming—soft chiffon evening dresses"
VOGUE SAYS: "White silk chiffon—a floating column skirt"
VOGUE SAYS: "Chalk-white chiffon—beautiful patio dinner dress"
VOGUE SAYS: "Peach coloured organdie in a soft, young dress"
VOGUE SAYS: "Bisque-coloured chiffon—for evening"
VOGUE SAYS: "Checked red and white silk—simple, beautiful dress"
VOGUE SAYS: "White silk dress—pretty way to look at lunch"
VOGUE SAYS: "A simple, short-jacket suit of poppy linen"
VOGUE SAYS: "A persimmon pink suit in handkerchief linen"
VOGUE SAYS: "Grown-up version of the baby dress in pale cotton"
VOGUE SAYS: "Sprigged white dimity—pretty patio dress"

Active clothes

VOGUE SAYS: "Active clothes—California specialty"
VOGUE SAYS: "Inside-outside playclothes—welcome everywhere"
VOGUE SAYS: "California is famous for bathing suits"
VOGUE SAYS: "White bathing suit—smart for sunshine"
VOGUE SAYS: "A bathing suit with its own skirt for the house"
VOGUE SAYS: "A black bathing suit with a snippet of a skirt"
VOGUE SAYS: "Great California golf look—long shorts"
VOGUE SAYS: "Beige bullfight pants for a seaside house"
VOGUE SAYS: "Tennis set—a sleeveless coverall, a button-on skirt"
VOGUE SAYS: "Separates for the beach or the house beside it"
VOGUE SAYS: "Cotton shirt and skirt—workable around the house"
VOGUE SAYS: "White wool tweed jacket—going to the beach"
VOGUE SAYS: "White car-jackets—smart for open cars"

California blues

VOGUE SAYS: "Blue plans—coming in"
VOGUE SAYS: "California blue makes news"
VOGUE SAYS: "The under-a-sweater dress in pale water-blue"
VOGUE SAYS: "A slender suit of blue silk"
VOGUE SAYS: "Blossoming blues coming in from California"
VOGUE SAYS: "California fashion line—blue"

Hats

VOGUE SAYS: "Two-piece hats—smart summer dressing"
VOGUE SAYS: "The helmet—the hat for open cars"
VOGUE SAYS: "Deep, shady hat—smart fashion at any point"
VOGUE SAYS: "A hair wrapping hat for open cars"
VOGUE SAYS: "Hair: the neat new way—wrapped, then hatted"

TO SELL OTHER SUMMER FASHIONS

VOGUE SAYS: "The lighter grey suit with a loosely boxed jacket"
VOGUE SAYS: "A cardigan-jacketed suit of navy blue"
VOGUE SAYS: "The summer suit—of non-wrinkling fabric mixtures"
VOGUE SAYS: "A sheath dress, lightly jacketed—cool day look"
VOGUE SAYS: "New silver grey in cool looking dresses"
VOGUE SAYS: "T-shirts are smart city fashions"
VOGUE SAYS: "City T-shirts under big hats"
VOGUE SAYS: "News—the day-length T-shirt"
VOGUE SAYS: "Beige and blue—summering here"
VOGUE SAYS: "Beige and blue—marvellous flatterers"

TO SELL SUMMER EVENING FASHIONS

VOGUE SAYS: "Rose print—a new look for big summer evenings"
VOGUE SAYS: "Leaf print—new soft-focus for evening"
VOGUE SAYS: "Summer evenings—in cotton"
VOGUE SAYS: "Pastel cotton dresses—pretty for country evenings"
VOGUE SAYS: "Short chiffon dresses for summer evenings"
VOGUE SAYS: "Black, shadowy chiffon dresses for summer evenings"
VOGUE SAYS: "Turquoise dots on white chiffon—summer dinner dress"
VOGUE SAYS: "Black silk chiffon dancing dress for summer evenings"

TO SELL NEW ACCESSORIES

VOGUE SAYS: "The big hat, 1954 in size"
VOGUE SAYS: "A natural straw planter's hat with summer suits"
VOGUE SAYS: "Big hats with summer suits"
VOGUE SAYS: "Headbands—a fashion to watch"
VOGUE SAYS: "Smoothing the hair—scarfs rolled like hair-ribbons"
VOGUE SAYS: "New earrings—stalks of rhinestone petals"
VOGUE SAYS: "Gilt cuff bracelets with summer suits"
VOGUE SAYS: "Gold cording—new Paris evening jewel"
VOGUE SAYS: "From Paris—the lace collar of rhinestones"
VOGUE SAYS: "Chalk-white accessories for a hot town day"
VOGUE SAYS: "Chalk-white gloves and beads"
VOGUE SAYS: "Chalk-white jewellery with a silver-grey dress"
VOGUE SAYS: "Pastel kidskin sandals for summer evenings"
VOGUE SAYS: "Pastel sandals to match pastel cotton dresses"

TO SELL SPRING NEWS FOR BRIDES

VOGUE SAYS: "For spring brides—a pink wedding"
VOGUE SAYS: "Pink—pretty scheme for a wedding"
VOGUE SAYS: "From Paris—organdie wedding dresses"
VOGUE SAYS: "Wedding dresses of organdie—shaped with great spirit"
VOGUE SAYS: "For a bride's trousseau—pale-green nightdresses"
VOGUE SAYS: "New-found prettiness—green as a lingerie colour"
VOGUE SAYS: "A slender nightdress of green nylon"



The young heart, the lucky summer—

Anne Fogarty's shamrock-printed smocked cotton

in black-and-white stripes, grey or green shamrocks. 5 to 15, 25.00

Ours alone, from her new summer collection

in the Young New Yorker Shop, Sixth Floor, Lord & Taylor, New York



HARLAN HELM.

THE

"IRENE SUIT,"

CLASSIC

IN MOOD,

AND

OF ELEGANT

ENGLISH

WORSTEDS,

IS SHOWN

IN THE

FINEST

STORES.

Irene

Vogue
April 15, 1954

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Whole No. 1927

SAKS FIFTH AVENUE NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT • PITTSBURGH • PHILADELPHIA
SAN FRANCISCO • MIAMI BEACH • PALM BEACH • FORT LAUDERDALE



THE S. F. A. IDEA: SINUOUS LINEN late in the day. Quite devastating, we think, with its non-stop shape, its brilliantly ribboned meeting of low throat—high midriff. In black, navy or white with multicolor bands. 8-16, 49.95. For our Dress Collections, Fifth Floor, New York.

Introducing a romantic
modern in Sterling

Rose Solitaire



At last, a wholly new handling of a theme as old as time — Love's old sweet flower, a single sentimental rose. Sculptured in the bud to be forever fresh, Rose Solitaire is crafted in solid, solid silver for your lifetime pride. Yet a six-piece place setting costs only $29.75, a teaspoon only $3.70; serving pieces from a low $4.00. Ready to enchant a nation's brides — of this or any Spring — at conveniently located TOWLE stores across the country.

© Towle Mfg. Co., 1964



Peck and Peck

Unmatched on the links—or any country byway! For only Braemar brings you the very softest imported sweaters—in colors clear as a Scottish rill. And the Braemar finish—if you've worn one you know—they're as immaculate inside as out! Here, the new waist-length cardigan in white, maize, blue, gray or black. 27.95. Short-sleeved pullover, 22.95.

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FASHION LEADERS IN AMERICA



JOHN ENGSTEAD PHOTOGRAPH

Dresses and Sport Shirt from the Collections of

Howard Greer

in California at

J. W. ROBINSON • BEVERLY HILLS

JOSEPH MAGNIN • SAN FRANCISCO

THE MARSTON CO. • SAN DIEGO

there is only one you…there is only one face powder for you…

the one made-to-order exclusively for you



Charles of the Ritz

Rose Marie Reid JEWELS OF THE SEA

Springtime is a lady . . . its green the promise of youth, its glow captured in a whole new theory of fashion and psychology: swimsuits so beautifully portrayed, so skillfully contrived they reshape your figure as they revitalize your morale. Springtime becomes our "Leading Lady" —tapered and tucked and strategically cuffed to lend its own wonderful shape to you. 19.95 at your favorite store or write Rose Marie Reid—Dept. VA Los Angeles 45, California.



Conmar Zippers JEWEL OF CLOSURES

What helps these swimsuits to fit so well? What makes it possible for you to pull them on and peel them off five, fifteen, fifty times a week? It's that gleaming thread of a zipper. A Conmar zipper—so superbly compounded that years of exposure to sea and sand won't halt its effortless action. So look for Conmar zippers on whatever you buy. Conmar Products Corp., Newark 1, N. J.





A remarkable attainment in delicate tone, breathtakingly new for Spring. Created with just the softest whisper of color on purest white, Munsingwear White Pastels are the palest, most fragile of any pastels you've ever beheld. See this exquisite Nylon tricot lingerie in blue water, pink spray, cream mist and yellow foam. Gown, **$12.95** Slips, half-slips and panties.

Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you. • *Nylon Stockings* • *Lingerie* • *Foundettes®* • *Vi-bra®*

Frederick & Nelson

A DIVISION OF MARSHALL FIELD & COMPANY

SEATTLE



mild-weather suit in a new French silk sharkskin of unrivaled softness, sheen and lightness. It travels handsomely—appears as often after sundown as by day! New refinements: the trim of embroidery and silk taffeta—the scalloped three-quarter sleeve. Grey, navy, beige, **$235**

designer room



Maxwell
prints
the cotton

Jerry Parnis
sculptures
the dress

MAXWELL TEXTILES 1407 Broadway, New York 18

a division of L. Hyman, Inc.

Jewels by Bogoff

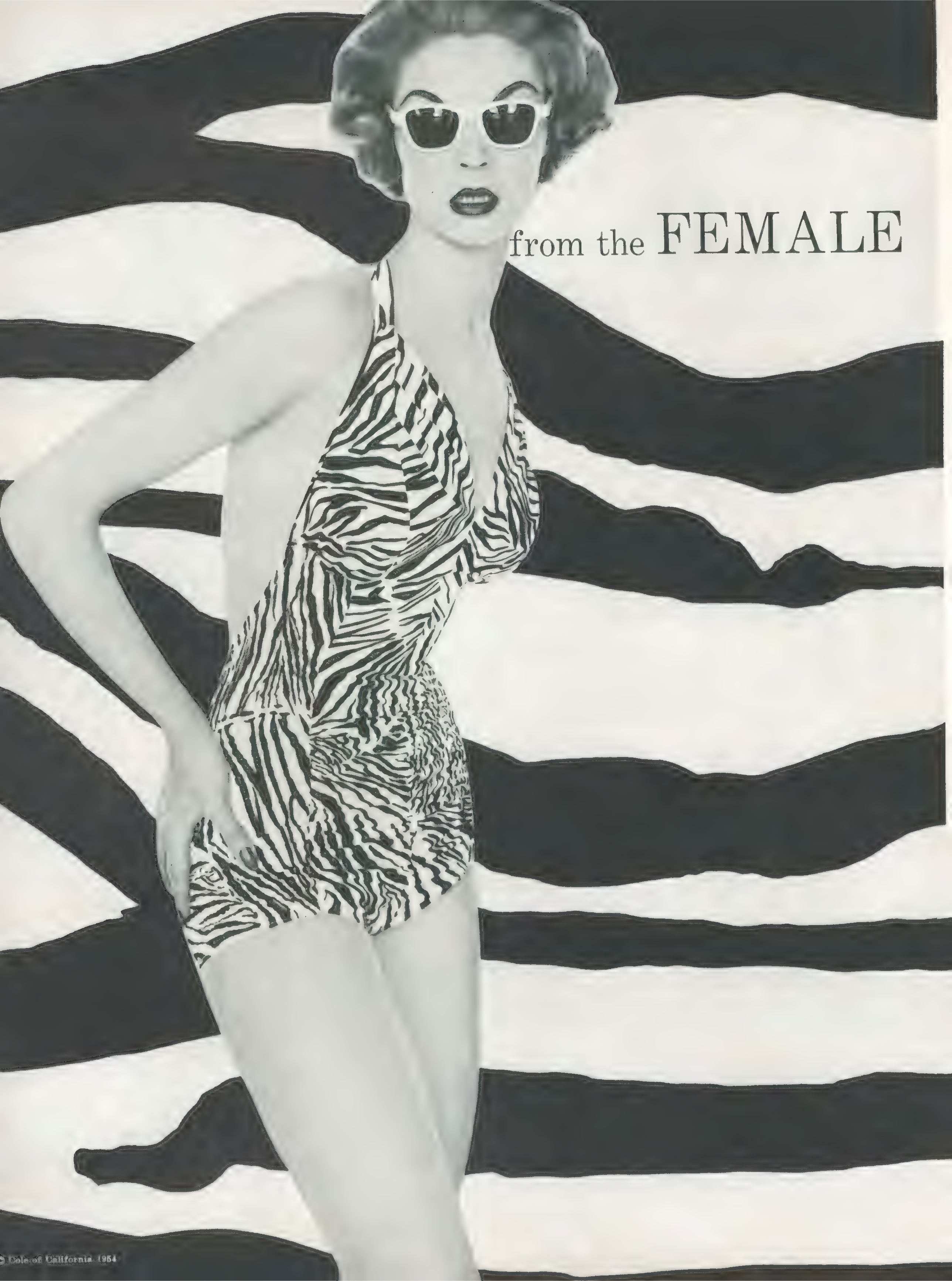
Shoes by Mademoiselle



rare jewels of the world

HARRY WINSTON INC.

7 EAST 51st STREET, NEW YORK



© Cole of California 1954

the zebra
ensemble...
ANIMAL
collection

by Cole of California



Swimsuit at left, $10.95.
Ensemble at right (2-piece swimsuit, jacket and pants), about $30.
Cotton in zebra, leopard or tiger.



DETAIL FROM "MAJAS" BY GOYA. METROPOLITAN MUSEUM OF ART

Mediterranean Masterpieces

The gaiety, the enchantment of Spain and Italy, the rustle of silks and laces, the classic beauty of noblewomen . . . all inspired the painters of Mediterranean Masterpieces.

And now, the shoemaker's art mirrors this inspiration. "Mediterranean Masterpieces," smooth and soft and supple, shaped over Cobblers' own lasts makes an exciting addition to the American fashion scene.

At top, the pointed toe Españas . . . fandango gay, matador nimble. Below, the Italias . . . colorful, intriguingly webbed sandals. In kidskins, patents, decorator's linens, imported straws, denims and sailcloths. At fine shops 'most everywhere. Under $10.

Torera

Delicado



Funicula

Piccola



"MONA LISA" BY LEONARDO DA VINCI. LOUVRE

California COBBLERS



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MADE IN CANADA BY CANADA-WEST SHOE MFG. CO., WINNIPEG • IN AUSTRALIA BY C. J. BRAUN PTY., LTD., SYDNEY



THE SLOAT GOLFER . . . SKIRT, SHIRT OR BERMUDA SHORTS IN LINASTA OR CORD PIQUE (AS SHOWN). SLOAT & CO., 525 SEVENTH AVENUE, NEW YORK 18.

Sloat



dark secret

For the cool, polished Lebow Look for men: English kid-mohair, beautiful lustre *natural* miracle fibre for summer comfort without a wrinkle. Charcoal, walnut-brown or black-blue.

The Lady Says "Yes"... Lebow CLOTHES

DRESS: CEIL CHAPMAN PHOTO: STEPHEN COLHOUN

A few of the stores where Lebow Clothes are sold. For other dealers write Lebow Bros., Inc., Baltimore 2, Md. • New York, LORD & TAYLOR • Albany, McMANUS & RILEY • Austin, E. M. SCARBROUGH & SONS • Baltimore, HAMBURGER'S • Charlotte, BELK BROS. CO. • Cleveland, THE HALLE BROS. CO. • Jacksonville, LEVY'S • Kansas City & Oklahoma City, ROTHSCHILD'S • Memphis, LEVY'S STORE FOR MEN • Philadelphia, JOHN WANAMAKER • Pittsburgh, KAUFMANN'S • Richmond, THALHIMERS • St. Louis, BOYD'S • San Antonio, FRANK BROS. • San Francisco, ROOS BROS. • Tulsa, CLARKE'S • Washington, D. C., LEWIS & THOS. SALTZ, INC.

Height of Fashion

THAT

LOW-LEVEL

LOOK



Ultra-new in view! Oldsmobile's sweep-around panoramic windshield gives you the vision of the future . . . now!

So low you can look over it. So lovely you can't overlook it. Oldsmobile's new Ninety-Eight "Dream Car" sets the styling high of the year with a dramatic, ground-hugging silhouette. Smartly slanted panoramic windshield. Sweep-cut openings for a dashing "sports car" flair. And what a dream to drive! You'll find this ultra-new Classic has a solid, road-holding feel . . . a deft grace in movement . . . a flashing response from its new 185-horsepower "Rocket" Engine that sets a new performance standard. Make your date to drive the "Dream Car" Ninety-Eight . . . at your Oldsmobile dealer's now.

WORLD'S
RECORD
"ROCKET"

Ninety-Eight DeLuxe Holiday Coupé. White Sidewall Tires, Tw
Tone Treatment and Stainless Steel Wheel Discs optional at extra co

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A GENERAL MOTORS VALUE

What the June Bride .... will wear

(and her smart sisters and her cousins and her aunts)



Smart girl . . . the lovely young hands
he loves won't be reddened by dishwashing
with detergents that rob the skin of natural
beauty oils . . . nor by grimy scrub water,
dust or furniture polish! She'll *protect* her hands —
the easiest possible beauty care —
by wearing wonderful new

PIONEER
SUPER
Ebonettes®

Now in three beautiful colors

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All with Yellow absorbent *Soff-Down* lining!

★ Your hands love the *Soff-Down* comfort, no clammy feel!

★ Wonderfully easy on and off!

★ So light and supple you scarcely notice you're wearing them!

★ Grip-tread fingers hold soapy dishes safer than bare hands.

★ Of *milled* DuPont neoprene — long wear in all household liquids.

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REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

Special Introductory Offer

1 pair Ebony and
1 pair new Blue or Gray —
2 pairs for $1.49,
you save 47¢!
A pair for kitchen —
a pair for all around the house.



The PIONEER Rubber Company, 152 Tiffin Road, Willard, Ohio

Makers of Famous EBONETTES and BLUETTES Household Gloves

Fabrics

so

suitable

for

strolling



Step lightly . . . look lovely . . . in richly colorful Mission Valley cotton. When you see our famous checkerboard tag on smart suits and dresses, in leading stores everywhere, you can be sure that Mission Valley will suit you with wonderful washability, complete colorfastness and sturdy wrinkle-resistance. Sanforized, of course!

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This tag is your assurance of top quality from raw fiber to finished fabric

Mission® Valley fabrics

New Braunfels Textile Mills, Inc., *New Braunfels, Texas* • *Established 1923* • Iselin-Jefferson Co., Inc., *Selling Agents, New York 13, N. Y.*


Catalina



Is there a better feeling than knowing you look really ravishing in a certain dress?

And is there any reason you can't have that feeling in a swimsuit?

"No," says Catalina . . . and goes on to prove its point with beautiful swimsuits that flatter your nicest curves—camouflage tiny flaws.

If you'll study the chart below, you'll see which Catalina designs were created for *your* figure. Perhaps you'll want to tear out this page and take it with you when you shop.

DESIGNS SWIMSUITS ESPECIALLY FOR YOU



Shown on left page: "Beau Catcher" (lower right) in paradise blue laton taffeta; also cruise blue, black, turquoise, pink pearl, cinnamon, emerald, geranium, orchid—$15.95. **"Boy Meets Girl"** (lower left) in cruise blue laton taffeta; also spice brown, blue grass, sapphire, torch red, paradise blue—$15.95. **"Fabulous Fit"** (upper left) in sun yellow laton taffeta; also black, paradise blue, blue grass, cruise blue, cinnamon, pink, sapphire and kelly green—$19.95. **"Pretty Foxy"** (upper right) in grey Signature Fabrics cotton broadcloth; also in white or navy combinations—$12.95.

For name of nearest store, write: Catalina, Inc., Dept. C, 443 S. San Pedro, Los Angeles 13, Calif.

For copy of new folder, "Ten Glamour Tips for the Beach," send 10¢ to above address.

Originators and producers of the *Miss Universe Beauty Pageant.* © 1954

SUNTAN BY SKOL



they're debonair... delightful to wear... they're

Salute denim



SALUTE® is a very special denim, a joy to wear and care for... is Catalina's choice for a series of beautifully constructed playclothes.

You'll find these debonair denims in color-fast barley, blue, charcoal and brown... all Sanforized... all modestly priced... available at these and other leading stores:

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Hecht Co., Washington, D. C.



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Selling Agents: Woodward, Baldwin & Co., Inc.
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the fashion shoe

Perfect shoe silhouette for summer fashions . . . like JERRY PARNIS *Anniversary Cottons. In pink, blue, beige, white, black, about $16.95 (slightly higher Denver West). For name of store nearest you write: Mademoiselle Shoes, Empire State Building, New York 1, N. Y.*



2845 WEST SEVENTH STREET · LOS ANGELES

Fresco

loomed in Italy

TAILORED IN CALIFORNIA

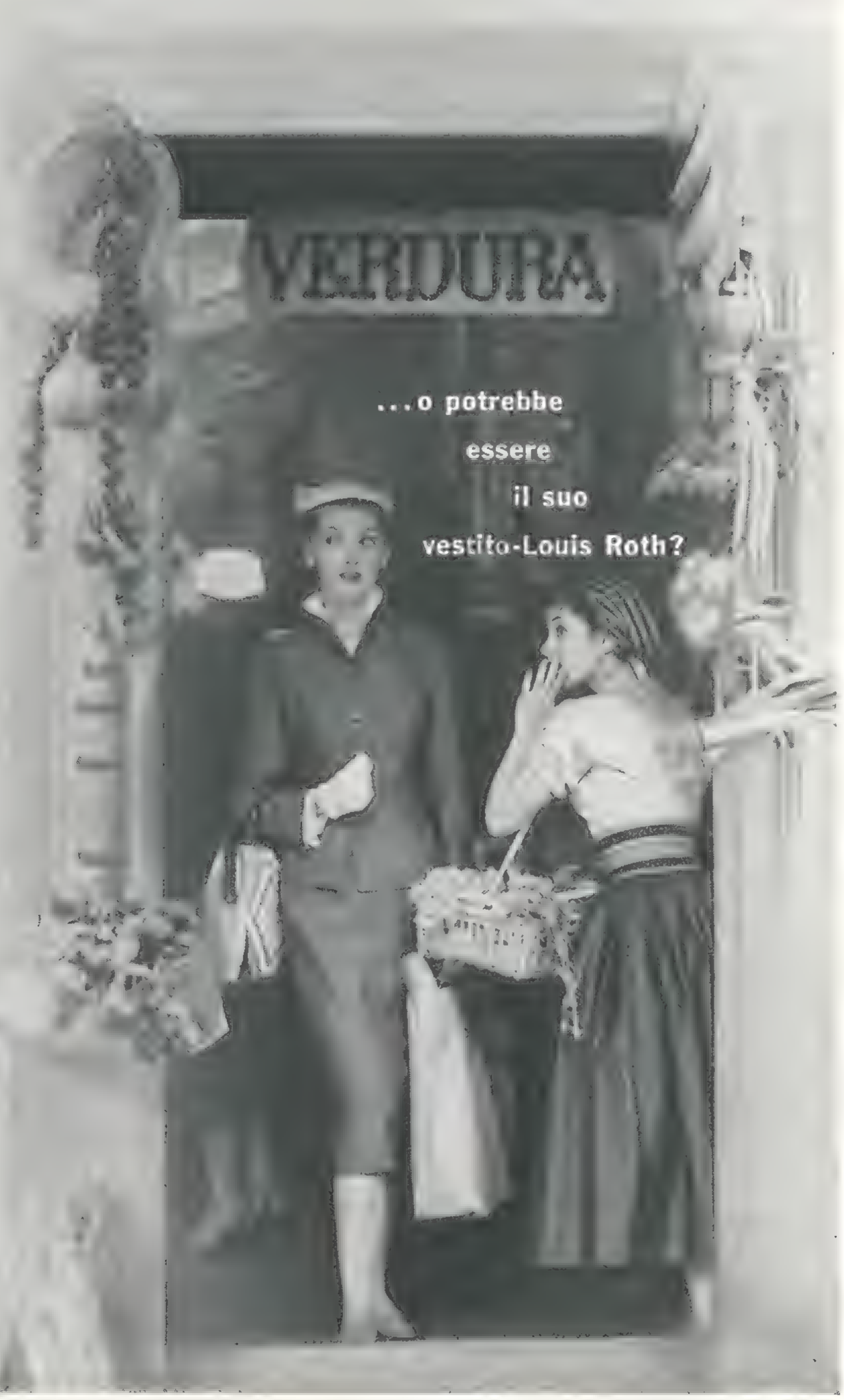
Pure cotton—and, in its own way, more frankly fabulous than pure silk. It's a cotton crowned in glory—easily the fabric of the season! Seen in any of its many color variations, Fresco is as exclusive in appearance as it is in fact. You'll find it a suit of telling individuality and great comfort...one that will add pleasure to your summer. $100. *Also available in slack and shirt set.*

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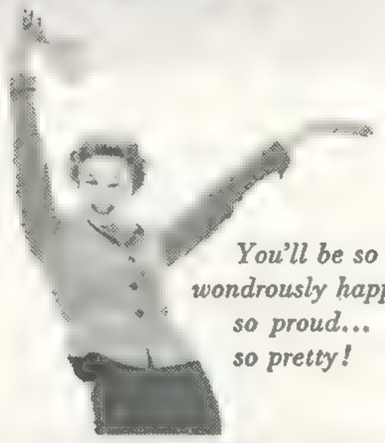
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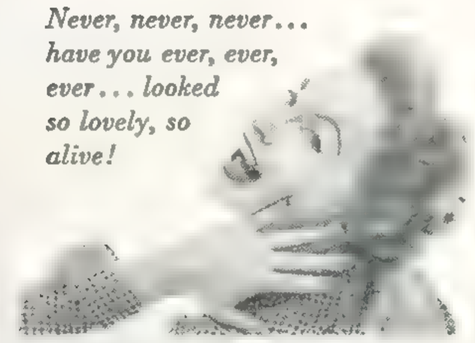
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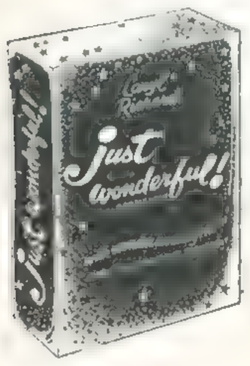


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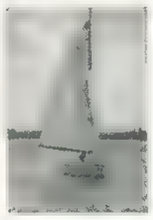
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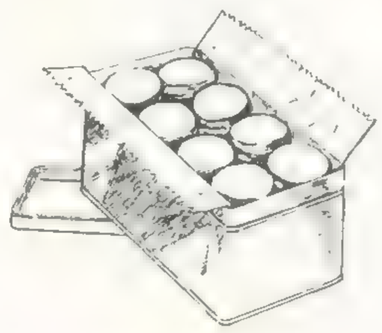
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Left: After the bath or the swim—washable scuffs of terry cloth; composition soles and linings. White, pink, blue, or yellow. Shoe sizes: $2.95 ppd. Paddies, Inc., 110 Mildred Ave., Venice, Calif.



Above: Hand-painted replicas of sixteenth-century apothecary jars, for mantelpiece, or powder room. 10" by 5¾". Each, $17.50 ppd. Albin of California, 1401 W. 8th St., Los Angeles 17, Calif.



Left: Bicycle-length shorts in bright colours, with side pockets that go deep. Pink, blue, or yellow stripes on beige. Sizes 10 to 18. $5.95 ppd. Whatnot, Inc., 917 E. California St., Pasadena, Calif.

Right: Culottes for gardening (or sailing) of sturdy denim, faded blue or navy blue. Two deep pockets. Sizes 10 to 20. $5.95 ppd. Western Classics, Box 4035, Dept. VO, Tucson, Arizona.



Below: Square-throated sandals—turquoise, yellow, or pink kid, tiny white studs. Black patent leather or white kid, cut steel studs. 3½ to 9, AAA to C. $14.95. Mandel's, 9670 Wilshire Blvd., Beverly Hills, Calif.



HOUND

. . . Go West, young dog



Left: Black wrought iron becomes a telephone stand. Details: telephone screws into place; space for pencil and directories. $4.95 plus post. Anthony Moore, Balboa Island, Calif.



Right: Lightweight and very beautiful, a silk broadcloth robe, easy to pack. In pink or pale blue with white details, white with pink or blue. $75. William B. Riley, 150 South Rodeo Dr., Beverly Hills, California.

Below: Attention Kabuki admirers: here, cotton *tabis* with rubber soles for out-of-doors. White, red, navy blue. $3.95 ppd. Brentwood Bootery, 225 26th St., Santa Monica, Calif.



Below: Lined gingham shorts—white checks on black, pink, or grey. $8.95. Turtle-neck T-shirt, black, white, pale blue, or red. $4.95. Gilt armband, $5.95. Jax, Inc., 9667 Wilshire Blvd., Beverly Hills, Calif.

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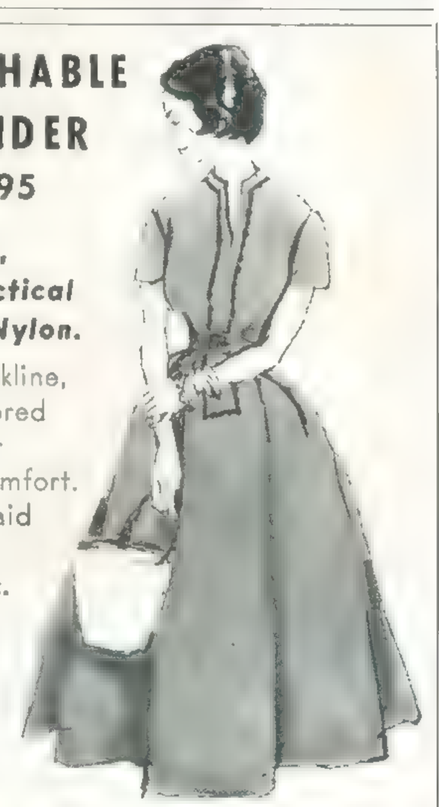
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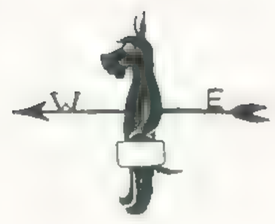
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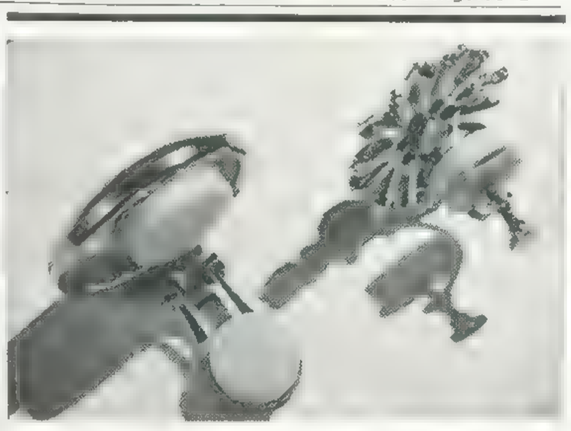
For sun-bathing at beach, pool or patio, enormous monogrammed terry towel (36"x63") with attached foam rubber pillow and plastic-lined pocket for accessories. Folds into a compact roll for carrying. White, pink, coral, yellow, aqua, blue. Specify towel and monogram colors; underline monogram surname initial.

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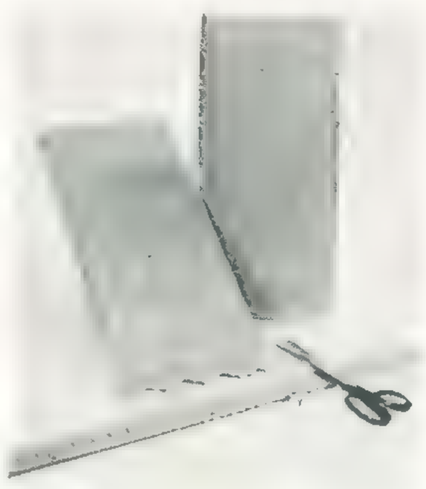
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Left: Geelong, a lamb's wool from Scotland that's extra soft. Cardigan in light blue, navy blue, cherry, light natural, and white. Sizes 34 to 44. $15.95 plus 25c postage. Rihbany, 370 Commonwealth Ave., Boston, Mass.

Right: Permanent finish organdie. Uses? Anything pretty. Eyelet, $1.85 per yard; flounce, $2.25. Width: 40". White, pink, light blue, aquamarine, yellow, pale green, lavender. Schenfeld & Sons, 103 Hester St., N. Y. 2.





Left: More chalk-white news—
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will accent colour,
or accent their own whiteness.
Necklace and earrings, $5 inc. tax ppd.
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You'll be glad when it rains . . . exotic "topper". Clever, most appealing "sprinkle-time" accessory yet to appear. Light weight, rattan-ribbed (works like an umbrella), vinyl-covered headpiece. Extremely effective in keeping dry in damp-time weather or for beach and summer season. It gaily protects head and face from bright sun. Choice of gay colors, red, blue, white and green. $1.98 ppd. No COD. Carol Beatty, Dept. K2-G, 7410 Santa Monica Blvd., Los Angeles 46, Cal. Send for Free Catalog.

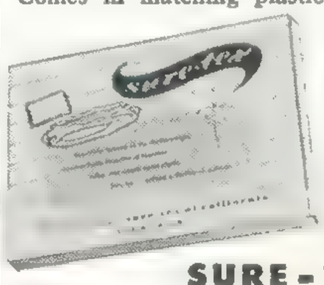
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HOUND

...north and south, too



Right: Designed for the fairway (but a good extra skirt anywhere), it's of crease-resistant heavy rayon, detachable tee tab on the pocket. Brown, red, black, or navy blue. Sizes: 10 to 18. $6.95 ppd. Post & Rail, Inc., 271 Post Ave., Westbury, N. Y.

MEHLMANN



Left: Camel-coloured flannel coat lined with the same camel and white raw silk, that makes the sheath dress underneath. In this fabric, coat $44, dress $21. Choice of fabric, colour. Et Cetera Shop, 177 W. 4th St., N. Y.

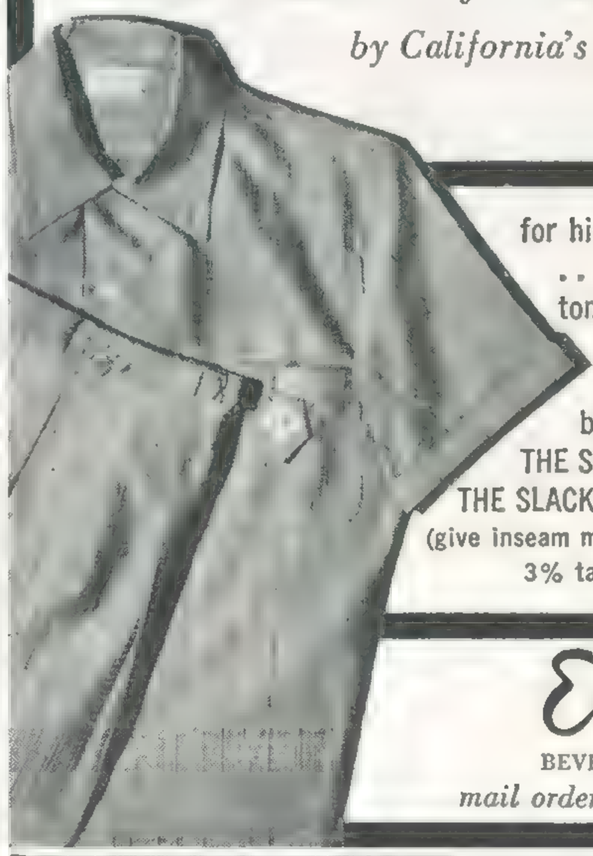
Below: White percale bed linens, coloured Beauvais monograms. Sheets, 72 by 113, $12.75; 90 by 113, $14.50; 108 by 122 (extra large), $22.50 each. Pillow case, $6.50. Grande Maison de Blanc, 745 5th Ave.



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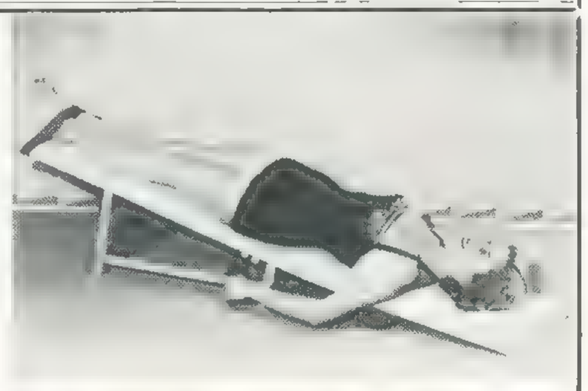
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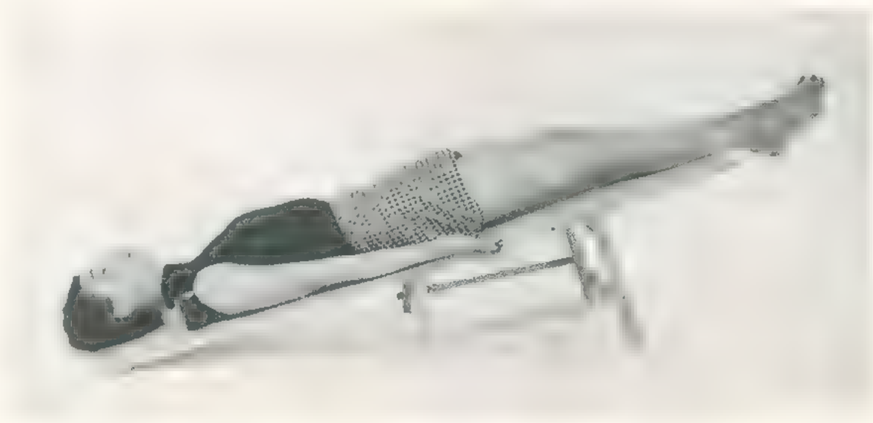


...north and south, too

Right: A little table from Italy—good porch furniture, or an easily portable sewing table. Wicker top, 14" across; black metal legs, 23" high. $6.95 ppd. Kathleen Weller, Box 386, Bryn Mawr, Pa.

Below: The 40° angle shown here—designed by the Columbus of the beauty board, Ann Delafield. The salubrious benefits are countless. $30 exp. coll. Beauty Board, Box 752, Grand Central Station, N. Y.





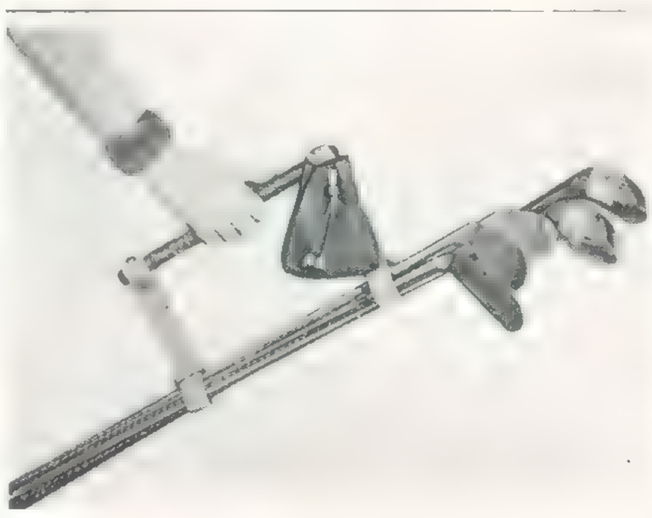


Above: Here, real garden scents—rose, carnation, lily of the valley. They come in concentrated cologne (it's stronger than most). Each 3 oz. bottle, $2 inc. tax ppd. Michael Pasquier, 7 W. 46th St., N. Y.

MIEHLMANN



Right: Black cotton, bright design. Shirt with midriff ties, $12.75, the tapered trousers, $22.75. Espadrilles in black, stripes, or checks. $5. All, ppd. Fred Leighton, 15 E. 8th St., N. Y.



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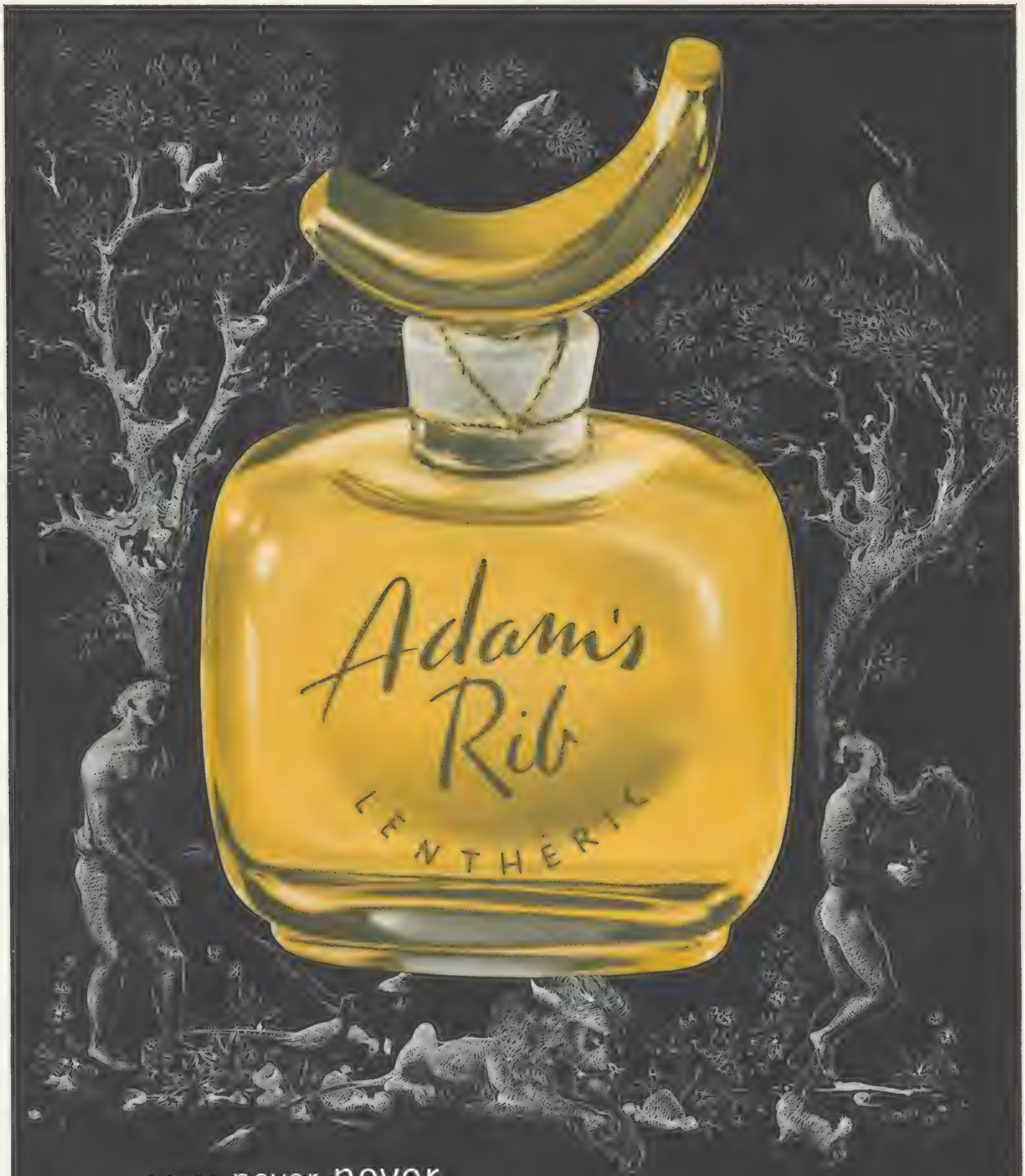
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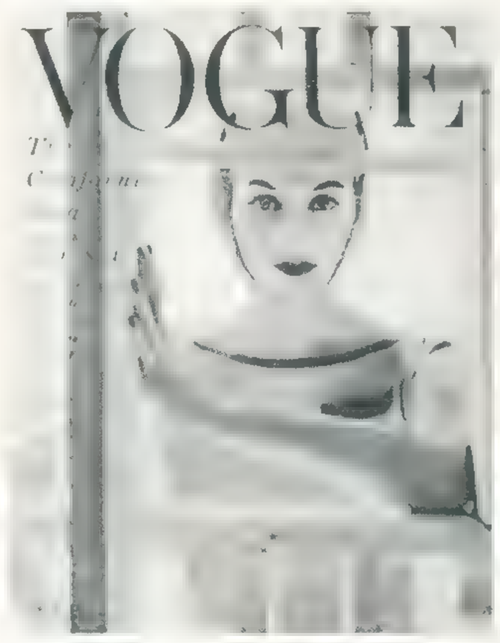
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KAREN RADKAI

COVER: A look—originating live from California. The idea is neatness that stays that way. The elements, a two-piece hat (jersey helmet topped with straw); a sleeveless crew sweater in wool; a perfected complexion. Sweater by Westwood ($7), hat by Rex, both at Altman. Bracelet by Carnegie. Hat and sweater, also at Himelhoch's; Neiman-Marcus; I. Magnin; and shops on page 138. Complexion, a California invention—Max Factor's "Creme Puff" in compact form.

APRIL 15, 1954

CALIFORNIA IDEAS

59 Vogue's eye view of the new Forty-niners
60-61 New California ideas spreading West to East
62-63 Straightforward ease in fashion, décor
64-65 Wingless planes and clean-swept costumes
66-67 Sunshine, water, and smart ways to take them
68-69 Acres of glass and of chiffon
70-71 Drive-ins and incoming soft dresses
72-73 Breezy cars and white car-jackets
74-75 Interesting landscapes and silhouettes
76-77 Practical arrangements in décor, fashion
78-79 Garden architecture and blossoming blues
80-81 More sky, more blues
82-83 Seaside houses and new seaside-house clothes
84-85 Serious about sports and dressing for them
86-87 Beautiful patios and patio dinner dresses
130 California—local recipes
131 California—how to get there

OTHER FASHIONS

98-99 Paris colour: Fath's rose print; Patou's leaf print
100-101 Summer suits and big hats
102-103 Summer evenings, short, cotton
104-105 Summer evenings, short, chiffon
106-107 Summer day looks, well cooled
108-109 City T-shirts under big hats
120-121 Paris: side-tied furs and side-swept jewels
122-123 Vogue Patterns: beach plans made here
124-125 Beige and blue summering here
126 Something simple in silver—two chambray dresses

BRIDES' NEWS

110-111 Spring wedding, pink wedding
112-113 Brides this season, in Rome, in New York
114-115 Paris: marrying in organdie
116-117 News on the bride's list: pale-green lingerie
118-119 Silver starters; linen starters

FEATURES • ARTICLES • PEOPLE

88-89 Pictures from an Institution. By Randall Jarrell
90-91 The Duchess of Devonshire
92-95 People Are Talking About . . .
96-97 Clavé: Brilliant Painter and Stage Designer
112-113 Principessa Amelia Odescalchi; Mrs. Charles Sheldon Whitehouse
129 Three African Weddings. By Jane Gunther

BEAUTY

38, 136 Discoveries in beauty
62 Under a shady brim: "First Robin" lipstick
100 Rose for a summer suit: "Perfect Rose" lipstick

DEPARTMENTS

42 Vogue's School and Camp Directory
44-48 Shop Hound

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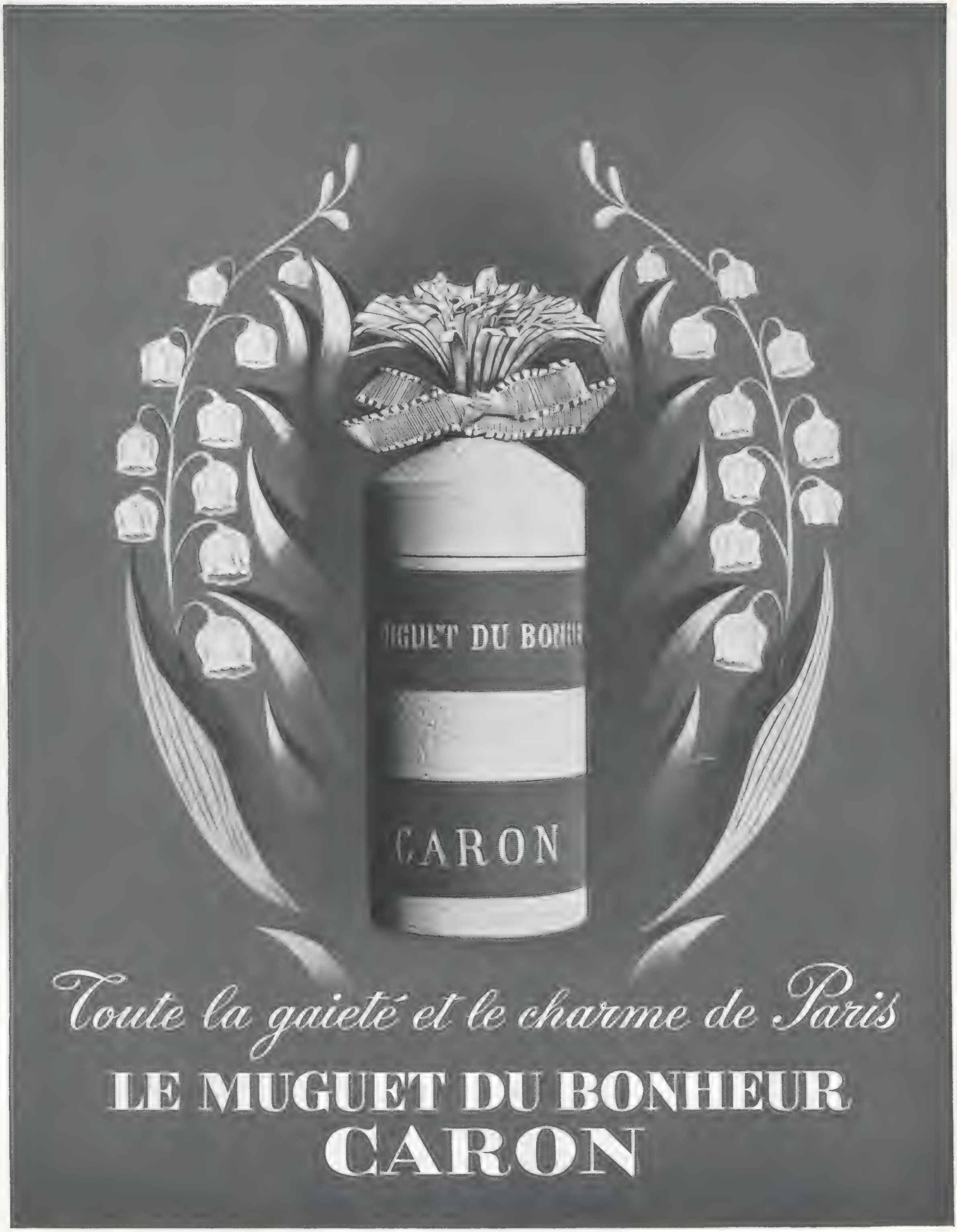
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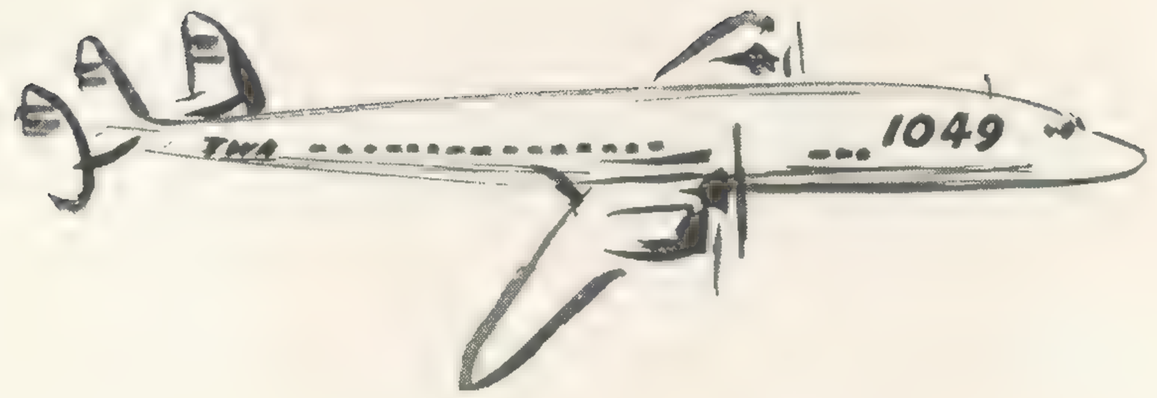
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LE MUGUET DU BONHEUR
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W E

VOGUE'S EYE VIEW OF THE NEW FORTY-NINERS

Notice the way this plane-load
of 1954 California settlers is going—not west, but due east.
Wrong-way Corrigan at the controls?
Somebody just remember two tickets to *Kismet* for tonight? No, not the case at all.
The new California settlers—to Vogue's way of thinking—
are a collection of California-born ideas that have begun to spread east,
that are settling down now across America as smart ways
of living and looking. This issue is a report on the new Forty-niners
and it opens with one of the newest Forty-niners of all:
appropriately enough, TWA calls its new Super-Constellation the 1049;
has added non-stop Los Angeles-New York flights to its schedule
(rush delivery for fresh California ideas, no doubt).

California Ideas

spreading West to East

Look for, for summer: the strongest California influence felt in this country since the invention of the silver screen. And, oddly enough, this new influence is exactly the opposite of that one. Today's news is the real-life approach that Californians have developed toward summer surroundings and clothes—their wonderfully original but absolutely straightforward way of coping with the inescapable facts of sunshine, heat, dust, wind, and the eight-hour working day. You won't find a single cinematic pipe dream on the pages ahead. Everything's easy and practical and completely of 1954—*and* transportable to any spot on the map where a summer sun is shining. Here, a quick sampling of new California ideas, big and small, for cross-country adoption:

Two-piece houses: they're California's practical new form of escapism. One house, for living and working; next to it, another that's strictly for sleeping. Or, living and sleeping quarters combined, with working rooms in a separate structure. One really eye-catching house has a glistening glass bridge between its two sections (pages 68-69).

Two-piece hats: they're California's new way of correlating open cars and smart summer dressing. You wear a jersey helmet or a wrapped silk scarf en route, and clap on a skimmer (or any version of the big new shady hat) when you get where you're going.

Easy sheaths: these came about completely independently in California this spring—it's a happy fashion coincidence that Paris, under the Chanel influence, has also been advocating them. Many Californian sheaths, eased with tucks above and below the waist, or with drawstrings.

Reclining furniture: there's hardly a straight-backed chair in the whole of Southern California. In fact, some of the smartest chairs are merely mats on the floor, and in one designer's house (opposite) the floor acts as a side-table for these sofa mats.

Inside-outside playclothes: with a pool or the Pacific handy to almost every California house, these are essential—and welcome in summer houses everywhere. For instance, bathing suits with skirts to put on when they come into the house; sun suits that add matching shirts to their halters for a trip indoors; houseboy jackets to cover the halters of houseboy pants.

All-green gardens: they're another new California form of relaxation. Instead of a riot of flowers—a sea of soft, restful greens, a mingling of ferns and cacti and Algerian banana trees. Perhaps the most striking all-green garden in California, a Mondrian painting of succulents (page 78).

1,000 California ideas: coming up on the next twenty-seven pages.

Table floors, houseboy pants: two California ideas welcome in summer houses everywhere. Here, the glass-and-steel house of Mr. and Mrs. Charles Eames in Pacific Palisades; it's two-piece, with working rooms (Mr. Eames designs those famous chairs and toys) in a separate structure. Notice the way the floor acts as a table, so that ash trays and other objects are in reach of the straw and fur mats. Notice the Hans Hoffman painting, hung horizontally from the ceiling for a mat's eye view. Houseboy pants, brassière, jacket, sash: all of Everfast Everglaze cotton. By Marjorie Montgomery, about $30. Altman; J. W. Robinson; Frederick & Nelson; and shops on page 138. (More about the Eames house: pages 66, 82, 83.)

KAREN RADKAI





California: Straightforward ease in fashion and décor

Naturally relaxed: The California pace is easy, outdoorsy, sunny—and California clothes and houses suit it perfectly. Triumphantly, in fact, for there's nothing "back-to-nature" or anachronistic about them; both fashion and décor are built for comfort in a way that's absolutely of today. Good instance, opposite, a Beverly Hills terrace designed by architect Burton Schutt, whose planning and planting are famous all over the West. Everything's been done to make relaxing easier—and done with a subtlety that's the greatest relaxing agent of all. Notice the flagstones, stained dark to eliminate glare from the sun; the shrubbery screen, a mingling of many restful greens (ferns, for instance, and Algerian banana trees); the black ironwork chaise, classically simple and blissfully mattressed, with a big white howdah umbrella to keep off the sun.

Sheaths, relaxing: In California, it's the smart thing for sheaths to do—and what's fascinating about it is that it happened without so much as a cable from Paris (where ease and relaxation have been the byword since Chanel announced her return to fashion this spring). *Left:* A sheath skirt and a loosely bloused top that's all the easier for its loose, low boat neck. In striped pure silk shantung, about $50. By Gernreich-Bass. At Lord & Taylor; Seidenbach's; I. Magnin. The deep, shady hat (a smart fashion at any point in the compass), by Rex. This, the Koret bag, Crescendoe gloves, Dalsheim jewellery, Belle Sharmeer stockings: also Lord & Taylor. Lenthéric's "First Robin" lipstick, a spring red. *Right:* Tucked for ease above and below the waist, a linen sheath striped pink and white and black, with a white knit turtle neck. By Walter Bass, about $50. Henri Bendel; Harzfeld's; Joseph Magnin. The hat California loves (all those open cars!)—the helmet, here by Rex. This, and the denim bag: also at Henri Bendel. The stair rail: part of terrace shown on page 75.

For shops in other cities, see page 138.

KAREN RADKAI



California: Wingless planes—and clean-swept costumes

Clipped wings: According to this plane, flying is simple in Santa Ana these days—look, no wings. Now being put through its paces at Orange County Airport, it's the invention of designer-engineer William E. Horton, one of the brilliant aeronauts at work in the skies over California. He didn't do away with wings just because he likes his planes uncluttered. The Horton Wingless (as the experimental model's called) is planned for longer, higher flights; for landings and take-offs on shorter fields at lower speeds; for passenger-loads per plane that soar up into the hundreds. Secret of all this? Something to do with the sealing of velocity pressures—and that's a theory so new it's still in the Kitty Hawk stage.

Simplified smartness: The simple, clear-cut look of the California fashions here, something wardrobes everywhere may want to cultivate. *Facing page:* Utterly simplified suit, the woman's hair swept into a scarf and shaded with this summer's bigger new hat. The suit: beige linen, a fit and a flare and a few little tabs and that's about all—excepting a cut as flawless as any anywhere in the 48 states. By Stella; made to order at I. Magnin. The hat and bag are also at I. Magnin. *This page:* An easy sheath dress with one of the new shorter jackets—and the kind of simplicity that limits detail to one collar, two cuffs, and a handful of buttons. In tweedy brown-and-white Moygashel linen with white piqué. By Pat Premo, about $50. At Bergdorf Goodman; L. S. Ayres; Hutzler's; I. Magnin. Bag by Ronay, Bergdorf Goodman.

For shops in other cities, see page 138.

KAREN RADKAI



California: Sunshine, water—and smart ways to take them



Pools, the Pacific: The California house that doesn't have one of the former is very apt to be quite near the latter. As is the house, left, of Mr. and Mrs. Charles Eames, in Pacific Palisades. A wonderfully personal design for living (pages 61, 82, 83), it opens out onto terraces of beautifully manicured flowers—but not for long. Most of the land is left in its natural state of spacious, green beauty: grassy fields that go rolling gently off toward the sea. Right, poolside living in Beverly Hills, one of the "false beaches" designed by architect Burton Schutt—snowy pebbles, furnished with black ironwork chairs.

Sun tailoring, bathing weaves: Two smart California looks for seaside or poolside. *Facing page:* White rayon and raw silk, tailored as flawlessly for the sun as a town suit. Jacket, $14. Camisole halter, $7. Shorts, $9. All, by Stephanie Koret. Altman; Rich's; Miller & Rhoads; Brandeis; Frederick & Nelson. The Cobblers sandals, also at Altman. (Our sunbather's hair, softly permanently waved—it's essential for the California kind of life. See the new Helene Curtis permanent wave on page 136.) *This page:* A bathing suit with sun umbrellas woven right into the fabric. It's black acetate plus Lastex (for fit) and nylon (for reinforcement and quick duck's-back drying). Rib-knit edges and midriff. By Catalina, about $10. From Best's; Wanamaker's, Phila.; I. Magnin.

For shops in other cities, see page 138.

KAREN RADKAI

California:
Acres of glass—and of chiffon

Vision: Today's (tonight's?) California architecture has it—and it's partly the actual visibility involved, great glass windows looking out on the world. Here, the house of Mr. and Mrs. Ray Evans, high in Beverly Hills. Designed by William S. Beckett, it's two houses really, with a glass bridge dividing the living and sleeping quarters. These are largely glass also, and with good reason—the staggering view, stretching from Santa Monica to Palos Verdes to City Hall, Los Angeles. And then, closer to home, there's the garden (flowered and fruited cacti, giant yellow aloes, and succulents with spicy white blooms); and the wooded back hills that roam with deer.

Motion: California designers use drifts of chiffon; it's a beautiful way of achieving their ideal in evening dresses—a femininity that's not bouffant. Somehow a floating column of a skirt is more in harmony with the modern California house than a baroque billow. *Below:* White silk chiffon spilling from a jewelled bodice crisscrossed with pale-blue chiffon. By Howard Greer. Jay Thorpe; Hudson's; Frost Bros.; J. W. Robinson. *Right:* White silk chiffon suspended from narrow straps and wrapped with cornflower chiffon; cornflower scarf. By Irene. Gunther Jaeckel; Julius Garfinckel; Harzfeld's; Bullock's-Wilshire. *Both pages:* Bianchini silk chiffons.

For shops in other cities, see page 138.



KAREN RADKAI



California: Drive-ins— and incoming soft dresses

Four-wheel service: It was as necessary in California as a car—that's why (and where) it was born. Now it handles everything from wet-wash to bank deposits, and is ready with what comes next: the fly-in. The world's first fly-in motel (flotel?) was built in Palm Springs less than a year ago—where, as in most California motels, a swimming pool is standard equipment. On these two pages, the drive-in situation runs this way: At left, the U-Serve, U-Save gas station on Santa Monica Boulevard, where the driver tanks up his own car, pays a cashier on the way out. At right, Stan's Drive-in which last year served up some 2,000 bottles of catsup (accompanied by 30,000 pounds of beef) to people who brought their own seating arrangements and were served by window.

Forthright softness: It's the way the fashion wind's blowing for evening—everywhere.
Left: A soft, young, and absolutely helpless dress (let's see how the self-service gas station is going to handle this situation). Faintly-pink silk organdie, strapless, pleated across the bodice, with a new, big-collared jacket bound with white satin. By Emma Domb, about $50. Costume now at Altman; Woodward & Lothrop; I. Magnin.
Right: Bisque silk chiffon, pearls looped to the waist, a turban of chiffon wrapping the head—all this, a new and total impression of softness for evening. The dress, of Bianchini chiffon, with a cummerbund waist, a harem skirt. By Edith Small, about $155. Saks Fifth; Neiman-Marcus; Frederick & Nelson. The waist-length ropes of fake pearls, by Richelieu; also from Saks Fifth Avenue.

For shops in other cities, see page 138.

KAREN RADKAI





California: Breezy cars—and white car-jackets



Uncovered wagons: The Californians' way of dealing with the miles-between-everything situation. Their car specifications: a motor, four tires, and all the air and sunlight they can get (this way, even a run to the Supermarket turns out to be a sun bath). About forty per cent of all foreign sports cars sold in the United States are sold to the California market, and more Jaguars are registered there than anywhere else in the U.S. Pictured here before the bright pink stone curbing of the Reese Milners' bright pink house in Beverly Hills, open-top Jaguars from the Charles Hornburg Agency (which we hear last year sold in the neighbourhood of 1,400 new Jaguars in the California area alone).



White car-jackets: New way of dealing with the open car situation—white jacket; hair-wrapping hat. *Left:* Blazing white blazer of wool with navy-blue piping, by Rosenblum, $40. Long-strapped bag of California saddle leather by Ganson. The man's jacket: buff silk pongee; knitted collar and cuffs. To order, Wm. B. Riley. *Top, right:* Cobbled white wool tweed car-jacket—good equipment for a sports model (Jaguar or tennis shorts). By O'Rossen, of silk-lined Cobb & Jenkins tweed, $60. *Centre right:* Going to the beach (that's just one place this white car-jacket's bound to go this year): white wool tweed. By Young Set, in Cobb & Jenkins wool, $50. *Lower right:* A little light warmth—white wool fleece with sweater-knitted collar, knitted binding, a silky lining. By Smart Set, of Einiger wool, $60. And here, as everywhere here, a hair-wrapping hat of wool jersey. *Everything:* Car-jackets; hats by Rex; Ganson bag—at Altman. Jackets, also Himelhoch's; Frederick & Nelson.

For shops in other cities, see page 138.

KAREN RADKAI





KAREN RADKAI

California: Interesting landscapes—and silhouettes

Gardens, terraces: Californians keep theirs simple, by the most original and attractive means. Left, the garden designed by Thornton Ladd for his mother's Pasadena house —raked circles of marble pebbles, and deodars pruned in the Japanese manner. This page, the front terrace of the house of Mr. and Mrs. Ray Evans (see also pages 68-69). The décor: simply a railing of black steel and bleached redwood rods, some potted Christmas cacti, and one of the most breathtaking views in Beverly Hills—or anywhere.

Dresses, suits: Simple, with cross-country interest. *Facing page:* Checked red and white silk, with a new twist —a bow-tie at the collar-back. By Galanos, about $155. Altman; Garfinckel's; Woolf Bros.; I. Magnin. Gloves by Crescendoe, La Tausca jewellery: Altman. *This page:* A suit of poppy-red Moygashel linen—with a shorter jacket, cummerbund skirt-waist, bareback white linen halter. By Adele, about $95. At Bonwit Teller; Neiman-Marcus; Seidenbach's; J. W. Robinson. Shady straw hat, by Rex.

For shops in other cities, see page 138.



California: Practical arrangements in décor, fashion





Workable décor: Some of the smartest California housekeeping amounts to little more than this—immaculate care of plants. At left, the telephone booth at the back of the Welton Beckets' library—furnishings: a glossy rubber plant, a telephone, a piece of glass (beyond which the plants are on their own). Below, one of the interesting and workable details of the Ladd house in Pasadena—white canvas sliding screens that move to protect a row of white azalea plants from a piercing morning sun. Upper right, the terrace before the glass bridge that connects the two halves of the Ray Evans' house (pages 68-69): décor, self-tending Christmas cacti. Window-washing here? Twice a year does it. Below right, the marvellous patio of Mr. and Mrs. Arthur Hanisch's house in Pasadena (another view of this patio, in colour, on page 79). Here, a floor of "baby's tears" moss; three table-like forms of poured concrete holding giant tree ferns; a pure white pool; and, over all, an umbrella of lattice that filters and patterns the sunlight all year.



Applicable fashion: Easy, exact smartness—usable coast-to-coast.

Top left: Workable way to go around the house, mornings—in a cotton shirt and skirt made of the same brown and white Fuller fabric. Top, $6. Skirt, $10. By Alex Colman, at Macy's; Hutzler's.

Below left: The best way to look at Sunday lunch? Looking pretty. Here, white silk with scrolls of navy-blue embroidery around the collar and bodice. By Howard Greer, in silk shantung, about $165. From Jay Thorpe; Joseph Magnin.

Top right: A suit—the first we've seen in handkerchief linen. Workable, too—the easy jacket slips off, and there's a camisole bodice that buttons on at the back. Persimmon-pink Irish linen, lined in pink silk. By Jewel. The costume, about $135. Gunther Jaeckel; I. Magnin.

Below right: Straightforward ease—a loosely fitted princesse sheath. By Kornhandler, in red textured Avisco rayon (a Mallinson fabric). About $35. Gunther Jaeckel; Julius Garfinckel; I. Magnin.

For shops in other cities, see page 138.

KAREN RADKAI



California: Garden architecture—and blossoming blues

Floor plans, out-of-doors: Right, the mossy patio of the Pasadena house Henry L. Eggers designed for Mr. and Mrs. Arthur Hanisch (details, page 76). Above, the Mondrian garden designed by Thornton Ladd—a modern painting made out of succulents. Left, a view from the glass-enclosed ceilingless outdoor dining room of Mrs. Robert Haven Gross's Bel Air house.

Blue plans, coming in: Blue's the news. *Right:* The under-a-sweater dress in Irish linen, Tebilized. By Addie Masters, $50. Yellow jersey sweater jacket, by Rex, $40. Print belt and scarf by Brooke Cadwallader. Hanes seamless sandalfoot stockings. *Above:* Sky-blue striped dress by Charles Cooper, of M. & W. Thomas cotton, about $60. Cadwallader belt. *Left:* Slim figure, out of the blue. Slender suit of blue silk by Oscar Strauss, about $155. Brimful hat, by Rex. *Everything:* at Altman. Blue fashions, sweater: also at Himelhoch's; Frost Bros.; I. Magnin; shops on page 138.

KAREN RADKAI





KAREN RADKAI

California sky-line: It's infinite. Nothing holds it back—frequently, not even a roof. At left, a view from the pool pavilion of the Ladd house (see page 74): miles of sky and valley, golden in the sun. Above, the skylight of the Ladds' centre garden: redwood beams hung at one side with potted Japanese grapevine. Right, the stairway beside Mrs. Robert Haven Gross's open-topped outdoor dining room (page 78).

California fashion line—blue: Infinite, too. Almost every designer in California is making something of the marvellous look and variety of blue.

Left: Tucked sheath of Pacific-blue rayon and Celanese acetate crêpe. By Peggy Hunt, $70. Big white wicker satchel by Koret. Blue-centred chalk earrings by Castlecliff. Hair: the neat new way—in a two-piece hat.

Above: Blue and white checked cotton suit; short fitted jacket buttoned with brass. This, by Spectator Ltd., $90.

Directly right: Hip-length overcoat of pale-blue Einiger fleece. By Wilmo, $50. Deep-crowned straw hat: Rex.

Everything: Altman. Blue fashions also Himelhoch's; Frost Bros.; I. Magnin; and shops listed on page 138.

California:
More sky, more blues





California: Seaside houses—and new seaside-house clothes



Back-door beaches: Because so many year-round California houses have them, Californians have developed a special brand of beach clothes, welcome in summer houses everywhere—beach clothes that come beautifully into the house. The house they've come into here: owned by Mr. and Mrs. Charles Eames of Pacific Palisades, and shown also on pages 61 and 66. The ocean's part of its life (and its scenery), and the décor never forgets the fact for a minute: the glass-panelled living room, with its many mats, the ash trays and cushions placed right on the floor, is as good a spot for a sun bath as a strip of beach.

In-or-out separates: California clothes for the beach or the house beside it. *Facing page:* Bathing suit that puts on its own skirt when it comes into the house. Both pieces, printed cotton sateen (turquoise and copper), about $13 each. By Tabak, at Altman; Thalhimers; Bullock's, Los Angeles. The brightly harlequin-lined yellow kidskin Joyce shoes: also at Altman. *Above right:* Khaki houseboy pants, about $13, and a white shirt with khaki binding, about $8. Both by Georgia Kay in cotton poplin. Bloomingdale's; J. W. Robinson. The Cobblers sandals: also Bloomingdale's. *Directly right:* Polka-dot shirt, in rough-spun Folker rayon, $8, put on indoors over a red Adams linen halter, $4.50. Shorts of the linen, about $10. All, by Horgan. Lord & Taylor; Miller & Rhoads; I. Magnin.

For shops in other cities, see page 138.

KAREN RADKAI







California: Serious about sports—and dressing for them

The active life: You notice this the minute you cross the Rockies—how sports are an accepted part of everyday existence. Swimming? Most Californians would just as soon swim as walk. Tennis? Count the backyard courts; there's one in every block. Golf? Drive in any direction; there's always a course ahead.

Active clothes: A big Southern California specialty—their bathing suits, for instance, are famous as far as Italy. *Above left:* Black taffeta bathing suit woven with Lastex. One-piece with the merest snippet of a skirt at the front. By Cole of California, in Celanese acetate, about $17. At Altman; Marshall Field; I. Magnin. Joyce sandals, Altman. Poolside, of black brick—the new "flagcrete" designed by architect Burton Schutt. *Below left:* White piqué tennis set—a very short sleeveless coverall with a pleated button-on skirt. By De De Johnson, $35. Grey wool herringbone cardigan sweater (convertible turtle neck), $15. By Hollywood Knitting Mills. Both, at Rosette Pennington; Harzfeld's.
Scene: the Ladd pool pavilion (page 80). *Above right:* Quick-drying new bathing suit—Orlon-and-wool woven with Lastex. White with blue strip-ins. By Gantner, $18. At Bonwit Teller; Famous-Barr; I. Magnin. Here again, a Burton Schutt poolside; notice the backdrop of ferns. *Below right:* Great California golf look (great for tennis back East), long shorts and a drawstring top designed in white cotton ottoman. By Pat Premo, in Hope Skillman fabric; about $20. Saks Fifth. The white concrete grillwork: decorating the Ladd pool pavilion (see page 80).

For shops in other cities, see page 138.



KAREN RADKAI





California: Beautiful patios— and patio dinner dresses

Scene at sundown: It's almost always the patio. in California—everyone gathers for tea, cocktails, dinner, small parties, in these deliciously furnished, sky-ceilinged rooms. (Now patio life is possible even on chilly evenings; many patio floors are radiant-heated.)

After-five dresses: These four, as attractive on any country terrace as they are in a California patio. *Left:* Chalk-white silk chiffon shirt (chalk's the international fashion talk), about $25. Chalky linen skirt, chiffon sash; about $30. By Edna Bellin. At Gunther Jaeckel; The May Co. Chalky beads by Dalsheim, also at Gunther Jaeckel. The man's patio-dinner jacket, white Forstmann wool: by Louis Roth at Sakowitz. Scene: The patio of the poolhouse of Mr. and Mrs. Tom C. May, Beverly Hills; decorator—William Haines. *Below left:* Delightfully grown-up version of the baby dress—pale-blue cotton, puff sleeves, lacy décor. By M. Nadler. Blouse, $17; skirt, $25. Altman; I. Magnin. *Below right:* Red and white striped cotton organdie, with puffed baby-sleeves, a tucked baby-bib. By Blair, about $30. Altman; The May Co. Here, another view of the Beverly Hills patio in the photograph above.
Facing page: One of the youngest, prettiest dresses in or out of California—white Everfast cotton dimity sprigged in green, blue, and rose. By Lanz Originals, $30. Bonwit Teller; Julius Garfinckel; L. S. Ayres; Neiman-Marcus. The blue stucco walls: part of a radiant-heated Bel Air patio designed by Burton Schutt.

For shops in other cities, see page 138.

KAREN RADKAI







Pictures from an

In Randall Jarrell's first novel, a comedy called Pictures from an Institution, *this poet and critic has strung his story with fast revealing sketches, caricaturing life at Benton, a progressive college for women. Twining the "mild academic ivy of verisimilitude" with thorns, Jarrell exhibits a few superb specimens of the student body, a broader and more remarkable sampling of the faculty. The targets on Benton's dart board include Dwight Robbins, the President of Benton; a novelist-in-residence, Gertrude Johnson, and her husband, Sidney; Gottfried Rosenbaum, a composer, modern and hugely endearing; Constance, a dear girl; Miss Batterson, professor of English; Sona Rasmussen, an art teacher. In the telling, Jarrell has brought off some good epigrams, some bright shining beads of prose, irresistible for reading aloud. For example:*

Their education was, for a good many of the girls, what they themselves would have called a traumatic experience. Two of the psychologists of the school talked of education not simply as therapy but as shock therapy.

She [Gertrude, the novelist] looked at the President as a weary wayworn diamond-prospector looks at a vein of blue volcanic clay; she said to herself, rather coarsely—Gertrude was nothing if not coarse: "Why, girl, that Rift's *loaded.*". . . The President was such invaluable material that Gertrude walked around and around him . . . looking affectionately into the dish of nice fresh mackerel he wore instead of a face; and the dish looked back, uneasy, unsuspecting.

He expressed grief in its Instant or powdered form.

Sona Rasmussen [the art teacher] . . . was a fat, tiny, shiny woman: with a different paint job, and feelers, she would have looked exactly like a potato-bug—I used to think of her as part of a children's story in which there were Reginald Chipmunk, and Dorothy Thrush, and Sona Potato-Bug. . . . Miss Rasmussen made welded sculpture. Her statues were—as she would say, smiling—untouched by human hands; and they looked it. You could tell one from another, if you wanted to, but it was hard to want to. You felt, yawning: It's ugly, but is it Art? . . . Gertrude gave her a surgeon's smile; you expected Gertrude to say, "More ether, nurse. This woman is conscious." Then she remarked in a speculative voice, "Have you ever stopped to consider, Miss Rasmussen, just *why* your statues are so thin? . . . I love your statues, Miss Rasmussen."

Each [professor] was the adviser—they had a stranger name for it—of a number of girls, and the girls were encouraged to have problems (one famous student had so many that her adviser said to her at last, *If I were you I'd commit suicide;* but he was not one of the real faculty).

By the time a Benton artist got through exploiting the possibilities of her medium, it was too dark to do anything else that day; and most of the students never learned that there was anything else to do.

If I tell you that Mrs. Robbins had bad teeth and looked like a horse, you will laugh at me as a cliché-monger; yet it is the truth. I can do nothing with the teeth; but let me tell you that she looked like a *French* horse, a dark, Mediterranean, market-type horse that has all its life begrudged to the poor the adhesive-tape on a torn five-franc note—that has tiptoed (to save its shoes) for centuries along that razor-edge where Greed and Caution meet. This dark French look was, I suppose, Mrs. Robbins' "Norman blood" coming out; for surely the Normans must have taken along with them on the Conquest some ordinary Frenchmen.

When Miss Batterson [professor of English] had begun to teach it, it had not even been called creative writing. She was of a generation almost inconceivably remote. She wore tweeds that were part sachet; she used an intermediate *a*; she had Kodak pictures of the Lake Country—in them she stood in gorse with a timid smile, her hand extended to a Dawn Horse or Highland pony. . . . She had never married; neither had her mother, her grandmother, any of the Battersons—one felt that.

Institution

by Randall Jarrell

Gertrude . . . could look at someone and tell immediately whether or not he would support a plot: people were caryatids or they weren't, and that was all there was to it.

Mr. Daudier—the name is pronounced *Dod*yer—came from a Huguenot family that had settled in Massachusetts very early, and become a sort of example to the Puritans. Gertrude used to call him Old Rocky Face. . . . Mr. Daudier had been pushed up and down New England several times, head-first, by a glacier; this face was what was left. . . . And yet he kept talking about Love; it was always *Love*, never *love*, and when he said *Love* a strange light would come over his face, and make you want to hate your neighbour. He looked much more like a stone than stones do.

His voice [President Robbins'] not only took you into his confidence, it laid a fire for you and put out your slippers by it and then went into the other room to get into something more comfortable. . . . If his voice was tender then, consider what it became in public: for that voice did not sell itself to the highest bidder, it just gave itself away to everybody.

Gertrude was never polite to anything but material: when she patted someone on the head you could be sure that the head was about to appear, smoked, in her next novel. And she appreciated the advantages of Creation: "It's nice not to have to lie out at some water hole with a flash-bulb," I heard her say once, "but just to be able to ask your eland home to dinner."

What they had said . . . and what people had said they all of them had said at the party—these, the memory of these, made Gertrude and the President look narrowly at each other, and their eyes widened at what they saw. George looked at the dragon and thought, *Why, that woman's a dragon;* and the dragon looked at George and thought, *That's no man, that's an institution.*

Having her teach creative writing was too much like having General Lee and Traveller teach it.

This was what Gertrude didn't like about children: they didn't act like grownups. She couldn't understand why they didn't act more like grownups—a little more like, anyway; it seemed to her almost affectation on their part.

Gottfried [the modern composer] loved hitherto-unthought-of, thereafter-unthinkable combinations of instruments. When some extraordinary array of players filed half-proudly, half-sheepishly onto the stage, looking like the Bremen Town Musicians —if those were, as I think they were, a rooster, a cat, a dog, and a donkey—you could guess beforehand that it was to be one of Gottfried's compositions.

Gertrude looked at her in stupefaction, and Constance looked back like the Children's Crusade.

I decided that Europeans and Americans are like men and women: they understand each other worse, and it matters less, than either of them supposes. But I thought of what seemed to me a way to get a detached, objective judgement about Europeans and Americans: I asked a Chinese acquaintance of mine. He seemed puzzled by my question; I repeated it; and he replied in a high astonished voice: "There's no difference. No difference at all." He meant to say this; really he said *diffience.* This left me more confused than ever about Europeans and Americans, but for a moment I was sure about Chinese.

Mrs. Rosenbaum [Gottfried's wife] had brought with her, from the Old World, the remains of beauty; jewels—some family, some Jewels; a couple of fur coats, which, cut as they were cut, worn with the provisional air with which she wore everything, made her look like the Queen-Mother of some tribe of Northern Canadian Indians—one left behind in the snow to die, gaunt but upright, calm, unrepentant.

As for Flo, Flo was a voter, an Informed Voter. . . . Once there was a man named Peter Bell; a primrose by the river's brim a yellow primrose was to him. If you had told Flo this she would have exclaimed, "What an atti-

(Continued on page 135)



THE DUCHESS OF DEVONSHIRE

in the gold drawing room of Chatsworth; behind her a portrait of Henry VIII painted by a contemporary of Holbein

The Duke and Duchess of Devonshire, with their two children, Peregrine (Lord Hartington) and Emma, live most of the year—when they are not in London or at Lismore Castle, Ireland—in Derbyshire, across the park from the great family house, Chatsworth, which is now open to visitors with its lode of paintings and drawings by, among others, Holbein, Dürer, Titian, Michelangelo, Reynolds. The Duke serves as mayor of Buxton, the nearest large town. His beautiful Duchess, who was the Honourable Deborah Freeman-Mitford, sister of the novelist, Nancy Mitford, helped to plan the present arrangement of Chatsworth's treasures.

NORMAN PARKINSON



LORD HARTINGTON AND LADY EMMA CAVENDISH

standing on the parapet, bridging the Derwent

People are talking about...

MAE BARNES, short, explosive, and fast on her feet, plays the wild and memorable housekeeper in the new musical, *By the Beautiful Sea;* her telephone song, "Hang Up," stops the show. Singing in a 1920's voice, clearly aged in the barrel, she drives home a note with a swing of her cannon-ball eyes, the kind of eyes that give a whole soap opera in one sweep. At other times she just stands still and looks mad, which makes even quite gloomy people laugh. After the show she sings at the small Greenwich Village club, Bon Soir. A woman with a big rock-and-roll voice, she sings every syllable distinctly; that advantage shows up in her nine-song LP record for Atlantic, *Fun with Mae Barnes.*

DANY ROBIN, a really fresh young French movie actress, with the white-and-gold colouring that in this country is frequently called "corn-fed," made her unfortunate début in *Act of Love,* a lugubrious American picture filmed in Paris. Away from the cameras, she wears no make-up at all, looks like a pretty child with a tilting smile.

DORIS LEE began impressions of seven women writers three years ago, starting with Sappho; the series is part of her New York exhibition at the Associated American Artists Galleries. Scathing, but somehow affectionate, like a too frank friend, the paintings are brilliant in colour—Edith Sitwell, a screen of cool greens with two splashes of sharpened blue; Carson McCullers, mostly red and yellow, with Picasso eyes; and Emily Dickinson, cool and white, in a thicket of New England flowers.

NORMAN WISDOM, England's great new love, is a clown who charms the misfit in everyone with his battered face, his sheer inability at everything. His fundamental appeal lies in copelessness; life overwhelms him. A ranking comedian on TV. he is a star in the London show, *Sindbad the Sailor on Ice,* jabbering riotously, crashing about on skates. Wisdom's first movie, *Trouble in Store,* jarred house records in Britain, will be shown here this year.

BOB GOLBY



MAE BARNES *in "By the Beautiful Sea."*
"If the devil answers, hang up!"

PRIGENT



DANY ROBIN: *"An unworked-over blend of demureness and provocation"*

NORMAN WISDOM: *"Life overwhelms him"*

DORIS LEE'S THREE PAINTINGS:

1. EMILY DICKINSON
"The rose is out of town."

2. EDITH SITWELL
"Queen Victoria sitting shocked upon the rocking horse."

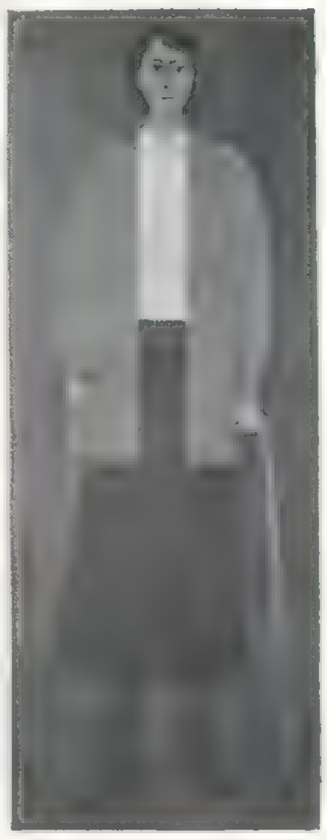
3. CARSON McCULLERS
"I love the two of them ...they are the we of me."



1



2



3



DEAKIN

ERNST HAAS



DANNY KAYE
"Gromek, very much."

DANNY KAYE, in his enormously funny new movie, *Knock on Wood*, rolls along, easy, attractive and just this side of lunacy. Partly a kick in the shins at psychiatry ("You sending me to a head-shrinker?") and partly a parody on spy movies ("Who has the Lafayette X.V. 27 Papers?"), *Knock on Wood* contains a brilliant comic sequence, in which Kaye, unable to find the starter in a bright red English sports car, sets every gadget popping, swivelling, turning, opening, shutting, until the whole car twitches nervously like Captain Queeg. Somehow Kaye even freshens that famous answer to the question, "What did you think of the Himalayas?"—"Loved him, hated her."

People are talking about...

continued

LOUIS FERNÁNDEZ, a Spanish painter who has lived almost all his life in Paris, usually has a collector waiting for each canvas. Among the buyers who have waited are Igor Stravinsky, Nadia Boulanger, and Picasso. When twenty-three Fernández paintings, practically all he has done since 1926, were exhibited in Paris last year, Picasso saw them, quickly made a sketch of a ladder with a small figure ascending towards infinity, wrote on it, "Fernández goes to the sky." (Those paintings will be on exhibition this spring at the Hugo Gallery in New York.) Each day, Fernández, working from noon to midnight, keeps up a running analysis of his brush strokes on a long strip of paper, tacked to a wall by his easel. There his self-criticism shows in such comments as "Here I did not show enough restraint," or "Goya would never have done this."

JOSÉ QUINTERO, a twenty-nine-year-old director who was born in Panama, is a young, still-changing voice in the theatre, directed this year both *The Girl on the Via Flaminia*, a bursting hit at New York's downtown playhouse, Circle in the Square, and *In the Summer House*, a small failure at an uptown playhouse. Both showed the director's skill with mood plays, each with a slow-rising sense of menace, sometimes deliberately turned off for a moment into laughter, then turned on again with ghastly precision. At rehearsals Quintero watches like a "man with a high-powered rifle, knows just what to shoot out."

MIEHLMANN



SKULL BY FERNÁNDEZ
"Every two or three years now a painting is finished."

JOSÉ QUINTERO
"Like a man with a high-powered rifle."



PAULA HORN



JEANMAIRE, a thoroughly ravishing delight in a dithering mess, *The Girl in Pink Tights*, has so captured her audiences that she has turned this extravaganza into a hit, without any help except from Agnes de Mille, who designed the tender *pas de deux* with its exquisite high lifts, and from Alexandre Kalioujny, with whom she dances. Part of the curious all-pervasive charm of Jeanmaire lies in the oddity of her singing voice, cracked, sweet, witty, and, at moments, bellowing like a French street child suddenly put to calling cows in the Camargue. In a mad wild voice, she sings "Up in the Elevated Railway," and in a cracked sweet voice, "Lost in Loveliness," but to most of her admirers—and they include many of the New York critics—the wonder of Jeanmaire lies in her legs.

JEANMAIRE
"Today I am probably superbe."



"Knight on Horse," an oil by Clavé

CLAVÉ

BRILLIANT PAINTER AND STAGE DESIGNER

Antoni Clavé, the Spanish painter who made so startling a success in Paris with his stage designs, has gone back to Barcelona for the exhibition, not of his own work, but of the lively primitive *gouaches* of his partially paralyzed mother, Maria Sanmarti. A ruddy, round-cheeked man who looks as though he had posed for Goya, Clavé has recently had his own exhibition in Paris where he showed his darkly rich canvases with unexpected, perverse acid colours. Almost all of the paintings, a combination of sentiment and theatricality, have a poetic portrait of a woman's face, a portrait taken from a doll mannequin in his studio. The day before his show opened last December, collectors bought practically all the paintings; he is emerging now as one of the important representational painters.

Clavé's history is almost as contradictory as his acid colours. When he was thirteen in Barcelona, he left his first job as errand boy for a corset shop to work for a house painter. During the apprenticeship his boss advanced him from kitchens to ornamental ceilings, involving cloud puffs and cherubs. After he abandoned house painting, he took to copying Goya, to illustrating detective stories.

All that remained behind him when he fought briefly during the Spanish Civil War. With the tags of the defeated Republican Army he fled to France. There the French immediately interned him at Perpignan. From his rough sketches of other internees and of the Senegalese who guarded them came the first Clavé exhibition, held in a pastry shop with the arrangements made by a French artist, Martin Vivès, who lived nearby. With Vivès to vouch for him, Clavé wangled freedom. In Paris he soon became a hack illustrator of Wild West and cowboy stories.

At that point, twenty-six-year-old Clavé set to discovering contemporary paintings, then known to him only through photographs of early Matisse and blue-period Picasso. He saw with surprise the brilliant palettes and the freshness of Bonnard. Vuillard and Grau-Sala and then Rouault, Soutine, and Picasso in his later periods hit him with a jolt.

As Clavé progressed in Paris, he gave up cowboy illustrations, moved out of the hack assignments to important book illustrations. Among the books was Mérimée's *Les Lettres d'Espagne,* which delighted Christian Bérard so much that he suggested Clavé as a designer for Roland Petit's Compagnie des Champs Élysées. When the opening-night audience saw the Clavé-designed ballet, "Los Caprichos," they admired the rich sets, full of tricks learned in his house-painting days; theatre people liked the powerful suggestion of detail without the reality. Later, Clavé designed the famous "Carmen" ballet sets, an opera, more ballets, and then Samuel Goldwyn had him do the ballet sets in *Hans Christian Andersen.* Clavé loved Hollywood.

While Clavé had that sudden burst of young fame, his mother had an equally sudden flurry of fame. The Paris press called her a Catalan Grandma Moses. Within six years, including the present Barcelona one, she has had five exhibitions of her energetic canvases, bright with flowers, fruit, and animals. Completely paralyzed with the exception of her painting hand, Maria Sanmarti is housebound. In her apartment where everything is romantic, old, and nostalgic, with ropes of greeneries tacked to the ceilings and to the walls, she meets with her son at dinner every night.

For the months before his December exhibition those dinners, with *riz à l'Espagnol,* were almost the only engagements he kept. In his Montparnasse studio, sealed off from gossip ("Was he a painter really?"), he gave himself over to painting, refusing to design, even for La Scala in Milan. That resolution he broke only once—and then for Petit for whom he designed "Deuil en 24 Heures," a ballet praised only for the Clavé sets. With the success of his one-man exhibition behind him, Clavé is ready to be less the scene-designer and more the painter, to put into his canvases the Spanish sense of theatre, to follow Picasso, Dali, and Miró, all of whom gave up the spree of the stage for the excitement of the easel.



ALEXANDER LIBERMAN

Two painters: Antoni Clavé with his mother



PARIS PRINTS; CLAVÉ PAINTINGS

Fath's rose print, a new look for big summer evenings, here shown in a setting painted especially for Vogue by the Spanish-French artist, Antoni Clavé (see also the two preceding pages). The roses, in sombre reds, with dusky leaves, have a dark new grandeur; the dress, of satin-striped silk organdie, is very bare under its Victorian jacket, above its backswept skirt. In America: Henri Bendel.

HENRY CLARKE

Patou's leaf print, swirling in strange, wonderful off-beat colours—a new soft-focus look in prints for evening. The dress, of paper taffeta, swirls from a slip-shoulder neckline and wraps at the waist. The coat: gathers of taffeta falling from a narrow neckband; two huge sleeves. Both in acetate taffeta. In America: Hattie Carnegie; Marshall Field; Frederick & Nelson. This backdrop, also by Antoni Clavé.



Beginning here, an 8-page run-through of summer

SUMMER SUITS AND BIG HATS

Four suits with unlimited warm-weather mileage, all of non-wrinkling fabric mixtures, all here shaded by huge straw hats. *Opposite page:* The lighter grey suit, with the jacket trimmed like a shirt, $30. The dark charcoal-grey suit, with a loosely boxed jacket, $40. Both suits, Handmacher's Weathervanes, of Celanese acetate. John Wanamaker; Hutzler's; The Broadway. The big hats, 1954 in size, from Emme. The gloves by Kislav, Evans handbag, pink-dotted Echo scarf, gilt cuff bracelets by Marcel Boucher—all these, at Best's. The roses worn here: "Perfect Rose" lipstick, by Charles of the Ritz. *Below left:* A cardigan-jacketed suit of navy-blue silk-and-Orlon. By Ladycord, $30. Saks Fifth; Garfinckel's. Planter's hat by Madcaps, Mirsa sweater, also at Saks Fifth Ave. *Below right:* A fitted suit of navy-blue silk-and-Orlon by Sportswear Originators, $45. From Bendel's Young-Timers. Big-brimmed natural straw planter's hat, Henri Bendel.

RUTLEDGE





This page: A dress to drift from terrace dinner to summer theatre. Cotton chiffon flowered in green and white. By Adele Simpson, about $90. The earrings, rhinestone stalks of rhinestone petals, by Albert Weiss. All, at Lord & Taylor. Dress, also at D. H. Holmes; I. Magnin. Short hair (shorter than earrings, notice) tied with a moss-green velvet ribbon.

SUMMER EVENINGS: IN COTTON

And on this page: Pastel cotton dresses and pastel sandals to match—pretty look for summer country evenings. Smoothing the hair, here, scarfs rolled like hair-ribbons. *The dresses:* At left, pale-blue chambray, bare-shouldered, $40. At right, tucked lilac-coloured chambray, $50. Both, by Jerry Parnis, of Dan River cotton. Both dresses from Best's; Thalhimers; Dayton's; Sakowitz. *Accessories:* Bloch Frères scarfs and Ingber bag, from Best's. The Roman Stripe sandalfoot stockings and the pastel kidskin sandals by Mademoiselle, at Lord & Taylor.



SUMMER EVENINGS: SHORT, CHIFFON

Much of what's going on into summer evenings: chiffon. Here, black and shadowy; worn with a glimmer of satin. *Below left:* Black silk chiffon dancing dress by Murray Hamburger ($90); worn with a shaped satin bow in the hair. Satin bag by Ingber, the Tabarin stockings: all from Saks Fifth Avenue. Sandals from Andrew Geller. *Below right:* Black chiffon with its own white satin stole, by David Levine (the stole, of Skinner acetate satin). About $135, from Henri Bendel; Hudson's. Also from Henri Bendel: the black faille and gilt Ingber bag.



Much of the much chiffon that's billowing about for summer evenings: positively brilliant, or printed with colour. *Below left:* Orange chiffon dress of Enka rayon, by Will Steinman, $45. Best's; J. P. Allen. Sandalfoot stockings by Sapphire; Best's. The almost-bare sandals, by Johansen. *Below right:* Big dots of turquoise-blue on white chiffon—summer dinner dress by Eisenberg. $110. At Younkers; Joske's. The kidskin sandals to match (here, turquoise-blue), by Newton Elkin. The sandalfoot stockings, dyed a colour that's compatible with sun tans, by Dexdale.

RUTLEDGE







SUMMER DAY LOOKS— WELL COOLED

Top left: A sheath of Oxford-grey linen by Larry Aldrich, about $70. From Rosette Pennington; Joseph Magnin. To wear with it: a wavy-brimmed white straw hat. *Top right:* Open-throated day dress of grey-blue silk broadcloth by Ben Barrack, $60. From De Pinna; Julius Garfinckel. *Below left:* A grey sheath dress, lightly jacketed. By Sylvan Rich for Martini, in M.&W. Thomas cotton tweed, $70. Jay Thorpe; Marshall Field. The deep straw hat, buttonhole-stitched, from Jay Thorpe. *Below right:* Two-piece navy-blue dress by Elfreda Fox, in a Herbert Meyer fabric, $90. At Saks Fifth; Montaldo's. Big-brim Betmar hat, Saks Fifth. Shoes here (and all shoes, this page), by Delmanette. *Near right:* A two-piece dress of black and white pin-checked cotton, by Talmack, $90. From Lord & Taylor; Harzfeld's; Neiman-Marcus. Black straw hat with a white linen band by Betmar; white Dawnelle gloves: wrist-bone length—also Lord & Taylor. *Far right:* A checked gingham dress by Harvey Berin, $90. Bonwit Teller; Dayton's; Hudson's. White piqué belt-hat, by Therese Ahrens, also from Bonwit Teller.





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City T-shirts under big hats

Here, 1954 changes in the cotton knit top—and T-shirts have been smart city fashion ever since Vogue's August 1, 1953 issue. Notice #5; it's the new dress-length T-shirt, also introduced by Vogue (April 1). Notice, too, the big new shady hats throughout. 1. White T-shirt, worn outside; by Jane Irwill, $2.50. Black and white Miron worsted skirt; by Sloat, $20. The beige canvas carryall, by Van S. All, Bloomingdale's. 2. T-shirt, partially striped; white cotton knit with rims of navy blue and white. By Jane Irwill, $2.25. The hat, white straw with a ribbon belt. Both, Saks Fifth. 3. T-sweater set—a cardigan striped in navy blue and white, $6, and a sleeveless white pull-over, $4. Both, by Garland in Alamac cotton knits, Permathal-treated so that they retain their shape when washed. The hat, white straw. All, Peck & Peck. 4. The T-shirt, shirt-shaped, in Alamac cotton knit that's had the Permathal treatment. Brilliant colouring—horizontals of red, white, and blue. $5. By Garland. At Peck & Peck. 5. The new T-shirt dress, beige and black cotton knit with a Permel Plus finish—the shape won't vanish in the washtub, in other words. By Goldworm, $35. At Saks Fifth. 6. Pin-striped T-shirt, horizontals of navy and white. By Jane Irwill, $3. Saks Fifth. *Facing page:* Shirt-cut T-shirt, black stripes on white cotton knit; by Jantzen, $5. (Belt added.) Black Botany wool flannel skirt with umbrella gores; by Sloat, $35. Both: Best's. The hat (a John Frederics Charmer) and the Steiner earrings, also at Best's.

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HORST



PRETTY PINK WEDDING

Pink, a whole range of it, from almost-white to almost-red (the lovely range of a May tree in bloom), is a new, pretty scheme for a spring or early-summer wedding. Shown on these pages, two plans for pink wedding receptions—one indoors (but spilling, perhaps, onto a terrace), one outdoors, both playing a range of pink against the absolute freshness of white.

For an indoor wedding breakfast, *opposite*, a pink drawing room is set uncrowdedly with little tables, each covered with pink-and-white or solid-pink sailcloth; the sailcloth, in turn, covered by three layers of tarletan, each a lighter shade of pink than the one below, all cut shorter than the undercloths. The gilt ballroom chairs (rented—and indispensable) are cushioned, for Today Only, with tie-on printed sailcloth pads. On the tables, pink damask napkins, pure-white china, massed flowers in pink-gilt baskets, all await the refreshments—which might, deliciously, be lobster Newburgh, pink champagne.

For a wedding breakfast outdoors, Richard de Menocal has sketched, *above*, a gay pink-and-white pavilion for the bridal party, with a canopy of white sailcloth, sawtooth-edged, pink-lined, airily supported on four tall white uprights. Broad, alternating strips of pink and white sailcloth lattice a white framework around three sides; the table is slip-covered with pink sailcloth, topped by a white linen cloth caught up in swags. For the church, Mr. de Menocal suggests garlanding the pews with ropes of pink and white flowers; fastening classical papier-mâché urns to the ends of the pews, with a few sprays of pink and white flowers attached to each one; covering the bride's traditional white carpet with a pink sailcloth one, to be taken up at the last moment before the bride enters.

PINK WEDDING BREAKFAST,

Opposite: tables set with Towle's new sterling silver pattern, "Rose Solitaire."

Gilded baskets of carnations and tubs of carnation trees; Ann Hagan.
Wine and water glasses, Baccarat & Porthault's classic "Brummel" pattern.
Crystal salt and pepper shakers, cigarette urns, ash trays; Steuben Glass.
Pale-pink linen napkins, delicately bordered in organdie; from Léron.
Towle's "Rose Solitaire" flat silver: Altman, Woodward & Lothrop, Hudson's, and stores listed on page 137.
Continental China plates, Topsail sailcloth table covers; all from Altman.
Eighteenth-century French tapestry cartoon, one of a set of six; French & Company.
Louis XVI silver and white console; from Lavezzo Inc.
Tiered pink wedding cake; Madame Blanche.
(Room designed by John and Earline Brice.)



PAUL HIMMEL

Principessa Amelia Odescalchi

and her four little bridesmaids, Giacinta Campello, Beatrice del Drago, Maria Vittoria Lancelotti, and Julia Thorne.

BRIDES THIS SEASON: IN ROME, IN NEW YORK

Left: Important wedding in Rome this season—the marriage of Donna Amelia Lante to handsome young Prince Alessandro Odescalchi. The bride, the daughter of Don Philippo Lante and Donna Maria Dusmet Lante, is partly American (her maternal grandmother was the late Edith Oliver of Pittsburgh). She went to her early-morning wedding attended by cherubs: four delighted little girls in pale-blue taffeta and tulle. The bride's dress, of white brocade, designed by Irene Galitzine. *Right:* One of New York's important weddings this season—that of Miss Mary Celine Rand to Mr. Charles Sheldon Whitehouse. The bride, the daughter of Mr. and Mrs. Rufus Rand of Minneapolis, is the fifth of the five pretty Rand sisters to marry; the groom is the son of Mr. and Mrs. Sheldon Whitehouse of New York. Now the young people are on their way to Istanbul, where Mr. Whitehouse will be a consul attached to the United States Consulate General.



Mrs. Charles Sheldon Whitehouse

FRANCES MCLAUGHLIN

PARIS:

MARRYING

IN ORGANDIE

HENRY CLARKE



Fath's organdie-under-lace

Givenchy's silk-embroidered organdie

From three Paris designers, wedding dresses involving organdie, shaped with great spirit. *Above:* From Fath, for a big wedding—lace appliquéd on (almost covering) white organdie. At heart, it's a memorable evening dress, a great skirt swept to the back, a wide oval neckline, but for the wedding Fath adds a close lace spencer with an organdie collar. The coif here, lace and organdie, heart-shaped. *Left:* From Givenchy—the dress with the beautiful back (for guests to admire *during* the service), of bias-cut organdie fanning out into a train. The narrow front: silk-embroidered organdie, buttoned down the side. Plume for the silk-embroidered pillbox, a short full veil. *Opposite page:* From Lanvin-Castillo (for a young bride)—white organdie with an almost childlike neckline, the gentle silhouette outlined with pale-pink ruching. The veil, an organdie triangle outlined with pink ruching, floats down from one side of the tiny tilted coif.

Lanvin-Castillo's
organdie with pink ruching











PALE-GREEN NIGHTDRESSES

This year's spring brides may be packing a trousseau's worth of green nightdresses. Reason? The new-found prettiness of green as a lingerie colour, its becoming clarity, its permanent nylon freshness. *Far left:* Pale-green nylon nightdress; white hand-run Alençon lace. By Vanity Fair, $40. Gunther Jaeckel; I. Magnin. *Left:* Green nylon nightdress, softly gathered at the midriff, edged with lace. By Vanity Fair, $8. Best's; Frost Bros. *Above:* The iridescence of white over green, both layers of nylon tricot. By Luxite, $25. Arnold Constable; A. Harris. *Right:* A slender nightdress of green nylon with double net ruffles. By Rogers, $9. From Lord & Taylor; J. P. Allen. *Below:* Récamier-looking nightdress of green nylon with pleated net over the bosom, black nylon velvet straps at the shoulders. By Faerie, $9. At Best's.



SILVER STARTERS

Good silver is a bride's best friend for sound design never dates, never becomes trapped in fad. Most pieces have many uses, giving elasticity to even the barest minimum. Here, Vogue's check list for flat silver, repeated by request, plus some tips on silver news.

MINIMUM REQUIREMENT

8 teaspoons

4 dessertspoons

4 large oval-bowled soupspoons
or 4 extra dessertspoons

4 serving spoons
or 4 extra soupspoons

8 dinner forks
(4 to be used as serving forks)

4 luncheon forks
(also used for fish, salad, or dessert)

4 dinner knives with steel blades

4 luncheon knives
(also used for fish)

4 butter knives

1 gravy ladle

4 demitasse spoons

ADD, FOR BUFFETS FOR 12

8 dinner forks

8 luncheon forks

8 dinner knives

8 dessertspoons

8 demitasse spoons

A useful beauty, a rectangular covered vegetable dish with its own stand and burner, the cover converting into a second dish. Burner and stand can keep other dishes warm. Copied from a George II treasure by Robert Ensko; in sterling silver, $300; in heavy silver plate, $100*.*

A plastic bowl, looking like ebony, set on a sterling silver base, is practically indestructible; for hot or cold food. The sterling silver cover can double as a tray. Both designed by Towle; the bowl $30*, the top $45*, at Saks Fifth Avenue. . . . A sauceboat, copied by Lunt from an old English pipkin, with a handsome ebony handle and silver tray; $22.50* at Macy's.

Three-in-one server, a combination meat and vegetable platter with the classic well-and-tree centre with a vegetable compartment on each side. In silver plate, designed by Wallace; $25.95 at Altman.*

Cylindrical salt and peppers, four inches high and fattening out at the bottom; honest beauties by International in the "Flair" pattern; $25* at Georg Jensen. . . . A round silver salver, the right size for a casserole serving two; by Towle, $37.50* at Saks Fifth Avenue.

A trio of worthies: 1. A bowl, eleven inches in diameter, on a shallow pedestal, to use effectively for flowers, fruit, or potato chips, the "Classic American" pattern. In sterling silver, $78.50. 2. An eight-inch plate, with a small side handle, good for tea sandwiches or cheese: in sterling silver, $37.50*. 3. A fluted fruit dish, in the "Windsor" pattern, about twelve inches long, and as decorative as it is useful, for flowers or vegetables; in sterling silver, $50*. All by Reed & Barton, at Plummer's.*

Tea or coffee service, of hand-chased silver plate, of Oneida Limited's Community Plate; all the pieces and tray can be bought together or separately. The handsome fluted pots have heat-resistant ebony handles and melon-and-leaf finials; hence the name "Melon" pattern. The service: tea pot, coffee pot, sugar, creamer, and waste bowl (without the tray); $390* at Macy's.

Those who believe Martinis must be shaken and not stirred prefer a silver shaker; perhaps the Reed & Barton replica of a small-scaled milk can; in silver plate, $30 at Robert Ensko.*

Short cuts to silver care: Try to keep silver in an airtight closet or drawer, better still in covers made of Pacific Silver Cloth. This patented fabric, soaked in an anti-tarnish chemical, can be bought by the yard or in ready-made bags. Silver in daily use, if washed, scrubbed, and thoroughly dried before being put away, can go several weeks without down-to-earth polishing. Robert Ensko has partitioned trays lined with Pacific Cloth, for flat silver; under ten dollars. Another Ensko boon, Flannel Cloth, has one side saturated with polish, the other with silver rouge: fifty cents a cloth. (Silver rouge is as brightening to silver's complexion as rouge is to your own.)

*INCLUDES TAX

LINEN STARTERS

In linens, the absolute minimum, if sharply and wisely bought, is the permanent backlog for all future additions. Vogue suggests starting with white linens, perhaps with handsomely coloured monograms in the bride's maiden initials. Inexpensive table linen, gay indulgences easily expendable, may be colourful, but enduring pieces should be white.

BED LINEN:

12 single sheets—
or 8 double-bed sheets
12 pillow cases
4 quilted mattress covers
4 blanket covers

BLANKETS:

4 winter-weight blankets
2 summer-weight blankets

BATH LINEN:

8 bath towels
8 face cloths
4 bath mats
12 linen or terry-cloth face towels
6 linen guest hand towels

TABLE LINEN:

12 large dinner napkins
about twenty-four inches square
12 luncheon napkins
12 tea napkins
also to be used for breakfast in bed
3 sets of mats or 3 tablecloths
for everyday, small dinners, and luncheons
1 set of mats or 1 tablecloth
for parties

KITCHEN LINEN:

12 linen dish towels
for glass and fine china
6 heavy dish towels
for pots and pans
6 dishcloths

News in bed linen: Nylon tricot used in contour bottom sheets that stay snug and free of wrinkles; in white or pastels at Altman; single $9.95, double $14.95. . . . White Cannon Combspun with hand-screened printed hems and all-over printed pillowcases: at Lord & Taylor; single $6.95, pillowcase $1.95. . . . A scalloped percale sheet, the embroidered scallops to match the colour chosen for the monogram; at Léron, single size with monogram $9.75. . . . Pure indulgence: "Blue Roses," a printed linen top sheet, to be used with a plain white linen lower sheet: from Porthault; both, with pillowcase, $125. . . . "Blue Roses" on blanket covers, towels, tray sets.

News in blanket covers: Plissé nylon with ruffled edging and appliquéd monogram. This new fabric clings to blankets, needs no ironing; $18 at Léron.

News in blankets: Chatham's blanket wardrobe, "Silver Wedding," packed in a grey washable taffeta box; two winter-weight blankets and a pair of summer ones, the former all wool, the latter nylon and wool; either in white or pastel colours, with self-coloured satin bindings; $100 at Altman. . . . Lightweight warm new mix of Vicara, rayon, and wool by Fieldcrest, used in pleasant plaids for fine couch throws or stadium rugs; $6.95 at Altman. A group of coordinated accessories for bedroom, bath, and kitchen. Called "Charmed Circle," it includes a set of blankets, two winter-weights. one summer-weight blanket made by North Star, snugly zippered in a plastic storage bag; $55 at Altman.

News in kitchen linen: Towels by Martex in solid colours or a choice of two amusing prints; fine chambray dish towels to match. another "Charmed Circle" endeavour; the towels, either type, $.59 each at Altman.

News in bath linens: Washable as a bath mat, Martex's preshrunk cotton carpeting: in 36" width, to be taped together with masking tape (on the underside, of course), easy to whisk off when the strips need washing; $8.95 a square yard at Altman. . . . A new family of Martex towels in a jacquard weave, printed in polka dots with reversible colour combinations, the dots scaled to the towel's size. "Charmed Circle" again: guest towel $1.29; bath towel $2.50; bath mat $3.95, at Altman.

News in table linen: Dacron and nylon woven into a tough cloth smartly checked in red and white, black and white, or blue and white; $6.95 to $19.95, depending on size. Linen napkins bordered with the check, $1 each. At Lord & Taylor. . . . A round linen cloth, deliciously printed with poppies on a natural ground. Cloth and eight napkins, $18 at Léron. . . . Another round cloth, this one of sheer white linen embroidered in abstract design. The cloth, two yards in diameter, and six napkins, $130 at Porthault. . . . Back to earth again with pastel denim cloths deeply hemmed with coarse cotton net; all sizes, all shapes, from $5.95 up at Lord & Taylor.



PARIS: SIDE-TIED ERMINE

Above: One of the ways in which Paris makes a new point of pretty shoulders: the twist of ermine and the lace collar of rhinestones. The fur, Fath's "Opéra," is knotted over each shoulder, slipped on over the head. (This was the neckline of many of Fath's dinner clothes.) The necklace, spreading almost to epaulettes, is worn with earrings of rhinestones fanning from a mother-of-pearl cone. The jewellery: by Scemama for Fath. Here, at Saks Fifth Avenue.
Right: Gold cording—new Paris evening jewel. With a black jersey bodice, loosely knotted and looped cording. Gold cord earrings looped down from the top of the ear. All from Lanvin-Castillo Boutique—and, as you might expect, there's a delicious scent in the offing: in this case, it's Lanvin's "Prétexte."

SIDE-SPREAD JEWELS

HENRY CLARKE



Beach plans made here

VIA VOGUE PATTERNS



VOGUE PATTERN 8332

Worth getting at, right now: a little wardrobe of beach clothes, ready for the first warm week end. The news: an embroidered bathing suit; a pair of after-bathing suits in some of the strongest prints ever seen through sunglasses. *Right:* A project—the self-made bathing suit. And what thanks do you get for your trouble? A perfect fit. A lining that's whatever weight, warmth, or coolth you want. Vogue Pattern 8171. Used here: embroidered Avisco rayon linen-textured (by Robaix); silk jersey lining. The pineapple bathing cap, by Kleinert. *Left:* After-bathing suit—a V-necked blouse tucked into short bloomers; a strapless bra. Vogue Pattern 8332, of Avisco rayon, linen-textured and flag-striped (a Folker fabric). *Below:* The knee-length sun dress—newest way to dress for the beach there is. Shirt, Vogue Pattern 8239. Skirt (and invisible underpants to match): "Very Easy to Make" Pattern 8300. The fabric here: Galey & Lord gingham. *For Pattern back views, sizes, see page 134*



SHIRT, VOGUE PATTERN 8239
SKIRT AND PANTS, "VERY EASY TO MAKE" 8300





PHOTOGRAPHED BY PRIGENT AT ROUND HILL, MONTEGO BAY, JAMAICA

VOGUE PATTERN 8171

Beige and blue summering here



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This year, beige and blue are recognized, as far away as Paris, as marvellous flatterers of even the palest sun tans. They could be worn separately, with the new chalk-white gloves and beads; or together—blue hats shading easy beige sheaths, or the reverse. Five American examples, sketched on these pages: 1. Shirtwaist dress of Cohama silk organdie. Junior sizes. By Ellen Kaye, $45. Milgrim; Vandervoort's. 2. A shirt-overblouse with a drawstring hem; a skirt full of unpressed pleats. Of Springmaid cotton broadcloth, by Jo Collins. In junior sizes. Skirt, $6; shirt, $7. Lord & Taylor; Woodward & Lothrop. 3. The shirt-dress line plus a mandarin collar and bell sleeves. Of sheer textured rayon, by Peg Palmer, $15. In sizes 10 to 16. Macy's; Vandervoort's. 4. A sheath dress with a smock of an overblouse, both tucked. Of Everglaze poplin, by Paul Sachs; about $33. Sizes 10 to 18. At Macy's; H. P. Wasson. 5. Cotton broadcloth dress, very sleeveless, with the new collar (here, scarfed). Sizes 10 to 18. By Martha Manning, $9. At Macy's; Stix, Baer & Fuller.

SOMETHING SIMPLE IN SILVER

Looking cool enough to freeze ice cubes, two chambray dresses in a new silver-grey, both with the intention of spending the summer on your back. *Left:* A wave-tucked dress wide at the neck, worn here with chalk-white accents. For later in the day, add some sparkle, ropes of pearls, and short, interesting white gloves. Grey denim bag, beaded with white, by Magid. *Right:* White beading at the neck, a faint plaid in the skirt. Here for a hot town day, with chalk-white accessories. For a Sunday lunch, add bare sandals, a white cardigan. Mesh clutch bag, by Jana. Sunglasses: Lugene. *Both dresses:* by Aywon. $25 each. Saks Fifth; Sakowitz. Handbags, also at Saks Fifth. Headbands—a summer fashion—Burmel cotton scarfs.



PAUL HIMMEL



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Decorator William Pahlmann shows his informal living room based on Tweed—all-wool, textured carpet by Gulistan. About $15.95 sq. yd.*

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Three African weddings

BY JANE GUNTHER

My husband and I were living in the Aga Khan's bungalow in Zanzibar and feeling exceedingly bored and hot. Twice during the afternoon we had been swimming in the Indian Ocean. The water lies warm and shallow on the beach without waves. We divided a mango between us and drank some hot tea. I felt that we must move off into the animation of the town—hoping it might be cooler there. And so we walked through narrow streets looking for some sort of entertainment, peered into dimly lit shops selling old bits of Arab silver, admired some beautiful thick wooden doors, which in Zanzibar are decorated with many knobs of brilliant brass; and finally wandered into a large empty bar. In the garden at the back a few Indians sat about in familiar intimacy. The atmosphere was inert, the heat appalling, so we set forth again, determined to find something less listless. And we did find something extraordinary—something a Westerner practically never sees. Quite by chance we stumbled upon a Moslem wedding.

It was about ten o'clock, when we took a taxi into the soft warm darkness of the island. The driver was rather a friend of ours, and we asked him to find us some dancing. This was not an odd request because there is always dancing somewhere on an island like Zanzibar—especially on Saturday night—and this was a Saturday night. Along the road the driver stopped, and a mysterious figure darted out of the bushes, and jumped right into the car with us. It is one of the phenomena of Africa—one constantly collects outriders. They turn up in the wilderness and travel along with you, sometimes simply for their own amusement, but you never know. They are of great benefit to you, and this one proved to be a good guide.

We trusted him completely although we had never seen his face, and when the car stopped again we got out in the absolutely black dark to follow him. Drums were throbbing somewhere nearby. We appeared to be in a street of mud-built houses, the soil sandy and uneven underfoot. Our guide struck matches to light the way. He glided along very fast, and we stumbled after him, down a hill, around several corners and into a narrow lane. The drums became louder, persistent, and we could hear women singing in the strange penetrating voices of Arab singers. We began to run down a walled alleyway toward a red curtain and a gleam of light. Someone opened the curtain and suddenly we were in a huge tent blazing with light.

The scene was so fantastic and dazzling that we didn't realize for some minutes that the entire hall was filled with women. There must have been more than a hundred and fifty of them. Our guide had vanished, and there was no man in the whole tent except my husband—unless in verity one must count three drummers and a violinist. The women sat in rows on wooden chairs, concentrated on the music. Their eyes bright with pleasure, they smiled at us, pushed us forward politely, manoeuvring chairs until we were sitting right next to the musicians.

Without understanding the significance of it, we knew at once that we had fallen upon some unusual and mysterious ceremony. It was obvious that no man was supposed to be there, and undoubtedly a strange American woman should have been equally unwelcome. But our presence was so unprecedented that the women evidently thought us two remarkably special and distinguished guests. We were certainly treated as such. I believe it amused them to see us there.

Moslem weddings are totally unlike Christian ones. The bride and groom have never laid eyes upon each other until the marriage day, all arrangements having been agreed upon between the families. Financial settlements determined by the fathers are of extreme importance, and the mother of the groom usually looks the bride over beforehand to protect her son. The wedding is a long and most serious affair.

Strict Moslem women are almost never allowed to be seen by strangers at all. They never in all their lives meet any man except their husbands, sons, or members of the immediate family. The idea of veiled women, who supposedly live happy, idle lives in hidden splendour, has an extraordinarily romantic quality, but the system seen at close range does not seem romantic. Thousands of women, living in this century, are virtually prisoners of their husbands, kept, by design, completely and eternally ignorant. They may never go out at all, even to call on the women of other harems, without permission. And this permission is granted sparingly, for how can you control the imagination and curiosity of the women of your household unless you keep them in?

The whole tent had for us a bizarre air of stylized pageantry. One woman in brilliant purple moved between the chairs dispensing perfume from a large silver object, which looked like an enormous candlestick. The women cupped their delicate hands to receive it and rubbed it along their tapered fingers. Cigarettes were ceremoniously passed around, and a tall woman in flowing robes kept swinging a silver censer of burning incense. It was sweet and rose-scented.

The seated women, young and old, were almost without exception in precisely the same dresses. For some curious reason which we never did discover, more than a hundred had been made of identical material—white silk, patterned with a circular brown and gold flower; it looked very beautiful against their pale almond skin. They were not without their black veils, which lay over their heads and around them, but their faces were free. We were enchanted to see these usually hidden, secret faces. About the dark eyes, heavily painted to look even darker, we already knew, but we had never seen their pretty mouths, the exquisite skin of their cheeks, or their noses, which had rosettes of gold or silver nestling on the side of one nostril. All wore lipstick, and were carefully powdered.

The intense heat, the smoke and incense, the incessant drums, and the wild poetic beauty of the songs, sung in high, sharp voices, made us feel strangely unravelled. But the women were cool and easy, full of a curious repose.

Suddenly the music stopped, and everyone started out of the tent in tremendous haste. We were pushed out with the rest into a narrow street, with no idea where we were going or why. A pretty girl had hold of my arm. "Come with us," she said in English, "come to the wedding." Until this moment we had not known that we were seeing a wedding. The women were all somehow connected with either the bride or the groom, and this party was a major occasion of their lives. It was altogether amazing that any man but the groom should be present—and probably an absolute scandal to have a Westerner.

There was a great crush in the street before a lighted house. Women were pouring in and out of a small doorway. An elderly one, obviously someone with authority, came and buffeted people aside to let us pass into the house. I don't know why she helped us, but we found ourselves in a wide hall jammed with people. To the right was an open doorway, and there, framed by the door, we saw the bride and groom. It was a startling and unexpected apparition. They were sitting on a sofa in a small room, all alone, looking exactly like a display in Mme. Tussaud's Waxworks. The bride's face was completely without expression, her body taut and motionless. She was resplendent in pink lace to the ground, pink flowers in her hair. The groom was in a Western dinner jacket, and in spite of the heat, he wore a black and gold embroidered robe over it. There was a tarboosh on his head. He rose on seeing us, but his bride remained immobile until he pulled her to her feet, causing her eyes to roll in bewildered terror. She was stiff with fright and fatigue, her joints refused to move. He helped her forward gently as though she were a dummy of cardboard. We shook hands in confusion, mumbling congratulations, and the groom spoke a few words to us with dignity and poise. They must have wondered afterwards who in the world we were.

As we left the house, the women started up a marvellous whinny of delight, and those outside took it up and carried it along the street. It is a vibrating, electric cheer which shimmers in the ears like the high neigh of a young horse.

Everything else was an anticlimax, but there were other halls enclosed by curtains at the end of the street, with three different sets of drummers, and other singers. Women wandered back and forth between them. Arab cakes were passed around on a huge tray. It was obvious that the celebrations would go on all night when we finally left, very late indeed.

Later in Southern Rhodesia, again by accident, we came upon another wedding, this time a Christian one. From Salisbury we drove out to look at an agricultural college in the native reserve. (The reserves are areas set aside for exclusive African settlement, supposedly as a protective measure for the African, which it doesn't always turn out to be.) Any group of rather pathetic looking thatched houses constitutes a village in the reserves. Hearing music near one of these, we turned off the road to look for dancing. About sixty people were standing together in an open field, and my husband, who had been longing for months to find something he could later describe as a naked savage, was much excited to see an entirely nude man walking calmly about, carrying in his hand a bowl of some sort of mush. (It developed he was only a poor village idiot, and not at all a "naked savage.") The excitement in the field, we discovered, was a wedding, and you could see at once that the people wanted it to be equal to a European one—as nearly as possible.

Young girls were dancing in a circle, single file, while the rest of the people watched, talking, laughing. It was a sad little dance, a slow off-beat jig, one foot lifted simultaneously with a queer little round closed gesture of the hands. The dancers sang a repetitious chanting song to the music of two African drums. Whatever gaiety they had came from the hips. Unfortunately these semi-Europeanized Africans scorn the more primitive styles of simply draped cloth which look so brilliant and beautiful on the women of Uganda, Tanganyika, and the Congo, and they looked, in their schoolgirl dresses and sneakers, universally dreary.

Everyone was quite shy of us except for the chief of the village, who introduced us with enthusiasm to the bride and groom, seated on two hard wooden chairs (the only chairs there) protected from the sun by a canopy. They were a splendid sight. The groom was in a fine new business suit. He had shining yellow-brown shoes, a violent tie, and perched on his head,

(*Continued on page 139*)

TOOTAL® LINEN

● the most luxurious linen you can buy



Miriam Haskell jewelry

Harmay
GEOFFREY | BEENE

Harmay chooses Tootal linen for this delicately tucked dress with re-embroidered lace inserts. At Saks Fifth Avenue, all stores; Gus Mayer, New Orleans; The Fair, Fort Worth; Young-Quinlan, Minneapolis and other fine stores. Tootal linen is marked Tebilized® for tested crease-resistance. Dress, about $70.

THE TOOTAL GUARANTEE. All fabrics bearing the registered trademark "TOOTAL" are guaranteed to give satisfaction. Should dissatisfaction arise through any defect in the fabric, Tootal will replace the garment or refund the price. T. B. Lee Company, Inc., 1441 Broadway, New York.

SOME SOUTHERN CALIFORNIA RECIPES

Some recipes for the dishes which the Southern Californians do best, including one drink, one canapé, four salads, and two buffet supper dishes. To Californians, salads are often a complete meal or a first course; avocados, the natural canapé base; and buffets, the most prevalent way of entertaining.

GRASSHOPPER COCKTAIL

from the Beverly Hills Hotel

⅓ white *crème de cacao*
⅓ green *crème de menthe*
⅓ sweet cream

Shake well or mix in blender with shaved ice. Strain; serve in martini glass.

GUACAMOLE

2 avocados
1 large tomato, peeled
1 small onion, minced very fine
Chopped green chile pepper to taste (optional)
2 tablespoonfuls vinegar or 1 tablespoonful lemon juice
Salt to taste

Chop tomato with onion, add vinegar, chile, and seasoning and let stand until ready to serve. Add mashed avocados (the Mexicans leave them quite lumpy). Diced bacon or chopped peanuts may be added to taste.

Guacamole is usually served in a small dish placed on a larger platter which is filled with small pieces of tacos or Fritos. Tacos are dipped into the Guacamole as one dips potato chips into a cream mix.

SPINACH AND BACON SALAD

from Romanoff's

Fry 3 strips of bacon until crisp. Remove from grease, chop, and then return to grease. Add few drops Lea & Perrins sauce, ½ teaspoonful Gulden's mustard, and 2 tablespoonfuls vinegar. Keep very hot. (This makes enough dressing for two people.) Sprinkle 2 tablespoonfuls vinegar over cold, raw spinach greens. Pour hot dressing over greens, mixing well. Wipe the bowl out with some of the greens to get all the dressing.

HUNTINGTON SPECIAL

from the Huntington Hotel

Arrange sliced white turkey on Romaine lettuce; garnish with grapefruit and tangerine sections. Cover with sour cream dressing (sour cream with lemon juice or vinegar, salt and pepper to taste).

TOMATO PERINO WITH LORENZO DRESSING

from Perino's Restaurant

Peel tomatoes, cut in half, and slice off tops and bottoms so tomatoes rest firmly. Allow two halves per person. Place the tomatoes on a plate nested in a large platter of crushed ice. Cover the top of each tomato with ½ inch finely chopped chives. Pour over this dressing:

¾ cupful olive oil
⅓ cupful wine vinegar
½ tablespoonful freshly ground black pepper
½ teaspoonful Colman's mustard
1 teaspoonful salt
1 teaspoonful Worcestershire sauce
2 teaspoonfuls chile sauce
½ cupful finely chopped water cress

Mix oil, vinegar, and add all ingredients except the chile sauce and water cress. Mix thoroughly, add chile sauce, water cress and pour over diced chicken and Romaine lettuce.

BOB COBB SALAD

from The Brown Derby

½ head lettuce
½ bunch water cress
1 bunch chicory (small)
2 medium size tomatoes peeled
½ head Romaine lettuce
2 tablespoonfuls chopped chives
1 diced avocado
2 breasts of broiled roasting chicken diced
6 strips crisp bacon (must be crisp)
3 hard boiled eggs
½ cupful fine grated imported Roquefort cheese
1 cupful French dressing

Chop into salad bowl lettuce, water cress, chicory and Romaine. Cut tomatoes in half, remove seeds, dice finely and arrange in strips across salad. Dice chicken and arrange over top of chopped greens. Chop bacon and sprinkle over salad. Arrange small pieces of avocado around edge of salad. Chop eggs finely and sprinkle on top of salad. Sprinkle 2 tablespoonfuls of chopped chives over the entire salad. Sprinkle grated Roquefort cheese on top of salad. Just before serving marinate salad thoroughly with 1 cupful French dressing.

BUTTERFLY STEAK

from Chasen's Restaurant

Place stripper of short loin (also called shell steak) ¾ inches thick, on meat block, fat side up. Split beef in half from fat side, cutting through to within ¼ inch from end. Open up (like butterfly wings); broil 2 minutes on each side; season with parsley butter.

ASPARAGUS PUDDING

Mrs. Richard Erdman

2 cupfuls milk
2 cupfuls flour
¼ pound butter
2 small cans asparagus or two packages frozen asparagus (cooked)
½ dozen eggs
½ teaspoonful sugar
Nutmeg

Heat milk, melt butter, and then turn off heat; do not cook. To the butter, add flour and milk a little at a time; after each addition, stir until smooth. Separate eggs. Add sugar and beaten egg yolks to mixture. Beat egg whites until stiff, and fold in. Drain asparagus thoroughly and cut in one-inch pieces. Place in well-buttered baking dish. Fold mixture over asparagus mixing lightly. Sprinkle nutmeg on top. Place in pan of water and bake in slow oven (about 300°) two hours. For a drier consistency cook 2½ to 3 hours. (This pudding is often served with roast beef in place of Yorkshire Pudding, in which case the drier texture is preferable.) Serve with melted butter. Serves six. (Cauliflower may be used instead of asparagus.)

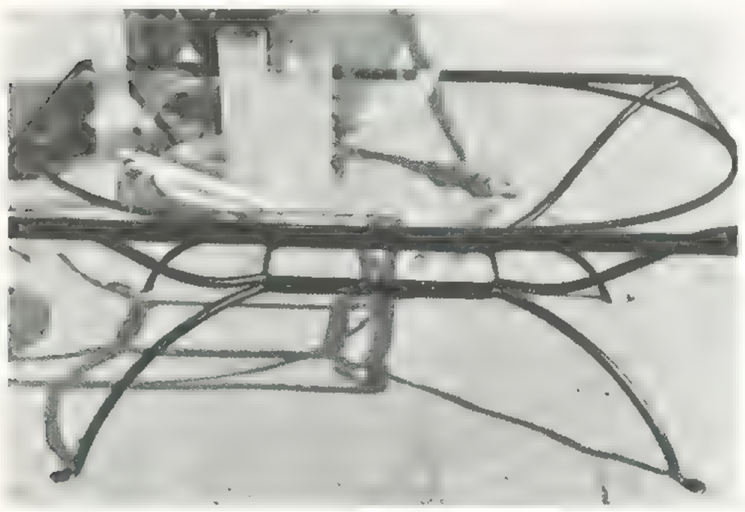
EGGPLANT IN CASSEROLE

Mrs. W. J. Saylor

2 medium size eggplants
2 pounds ground round steak with all fat removed
5 medium tomatoes
2 Mozarella cheeses

Slice eggplant without peeling. Salt slightly and let sit for two hours. Remove all water by squeezing tightly. Then fry eggplant in olive oil till golden brown. In a casserole place a layer of the eggplant ½ inch thick. Cover this with a ½ inch layer of the ground round steak. On top of this place a ½ inch layer of the sliced tomatoes, which have first been allowed to drain. Add a ½ inch layer of sliced Mozarella cheese. Repeat, ending with the Mozarella cheese. Season throughout with sweet basil and a little salt and pepper. Bake in preheated oven at 350° from 30 to 45 minutes depending upon how well done you wish the meat to be. Serves six.

DESIGNED IN CALIFORNIA



Proof against all weathers, a glass-and-iron table, classic as a tennis shoe, and handsomer; Brown-Jordan.



Travertine marble, brass, steel, and woven wicker joined in a sturdy, eighteen-inch table designed by Lew White.

Glass table at Altman.

GOING TO CALIFORNIA?

By plane: The new price of $25* (reduced from $90) for a sleeper berth on the Ambassador flights of TWA Super-Constellations (1049), the only airline with sleeper service between New York and California. (TWA has a small buffet on all Ambassador flights.) The company, incidentally, believes that breakfast in bed is part of the pleasure of travel. For a husband and wife or a parent and child travelling together, the price splits in two, becoming $12.50 a ticket, plus, of course, the usual first class fare, which is $158.85 (plus 15% tax) between Los Angeles and New York. Sleepers leave and arrive at Los Angeles and New York; they leave only from San Francisco.

By train: To *see* the West, the Santa Fe has two glass-domed trains, the "Pleasure-Dome" lounge of its famous Super Chief, and the glass-domed upper deck running the whole length of the lounge car on El Capitan, an all-coach streamliner. In daylight hours El Capitan goes through the Great Plains, the Colorado Mountains, and some of the New Mexican Indian villages. The California Zephyr has five "Vista-Dome" cars, running regularly from Chicago to Los Angeles, or San Francisco. The domes are curious but effective glass bubbles, rising out of the top of the railroad car. All in daylight hours the Zephyr passes through the Colorado Rockies, the Sierra Nevadas, and the Feather River Canyon.

*Subject to 15% tax and government approval.



4977

If your hair style doesn't seem right. If waves relax soon after a home "set". If your hair is dry or oily, dull, brittle, or stringy. Then you need special hair care.

Can you design your own hair style?

Many women can select it, but can't design it. Beauticians skilled by training and practice wave your hair according to your features. Unless a friend has special ability, she can't do it correctly.

What about correcting problem hair?

Beauticians know how to test your hair and diagnose your problem. They apply special knowledge and experience to bring back hidden beauty of problem hair.

What can a professional wave give you?

Three things: an "in style" coiffure that looks best on you—a truly *permanent* wave—a conditioning treatment for your type of hair. Beauticians have the special products and special know-how to do all this.

Why do many beauticians prefer Bonat Forever permanent?

Because they get fabulous results *every* time! Sixteen miracle ingredients in a single tube applied by a skilled beautician give you the loveliest, longest-lasting permanent you've ever imagined. *Forever* conditions as it waves, leaves hair with shimmering highlights. Years of research by Bonat has made this exciting wave possible. Make an appointment for a *Forever* permanent today.

Ask for the original permanent right out of a tube...

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Another BONAT Product



KAY WINDSOR chooses a cotton marked Tebilized for this charming young dress-and-jacket. It's your assurance of superfine and tested crease-resistance that lasts the fabric's lifetime. The dress has a sleeveless built-up halter, a petal-full skirt; the jacket is buttoned with rhinestones. The cotton is a wonderfully washable new Pageant Print by Stoffel. Black or navy on white; sizes 10 to 20. At Arnold Constable, New York and suburban stores; John Wanamaker, Philadelphia; Marshall Field, Chicago; other fine stores. About **$11** For name of store nearest you, write to Kay Windsor, 1400 Broadway, New York 18. When you buy crease-resisting fabrics, always look for the Tebilized mark on the tag.

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Emme hat, Ronay handbag.



California: smart about linen



If linen hadn't been woven since the Year One, you might think it was made to order for the current California clothes life and for the California climate (risible but mostly warm). *Above:* A spencer-jacketed suit, with a new, slight skirt-width. Of putty-coloured linen. By Jeri Holmes, about $60. At Lord & Taylor; Roos Bros.; Best's Apparel. The beige hat of Milan straw, by Rex, $50. At Lord & Taylor. *At left:* The shirt dress (a California favourite) made of smoke-grey Irish linen. By Sir James, $23. Lord & Taylor; Woodward & Lothrop; Dayton's. Both models are photographed at the Evans house—see pages 68 and 69. Both are wearing pretty compliments to California sun tans: pale "Gold Rush" stockings by Vision. At Lord & Taylor. For shops in other cities, see page 138.

California: serious about sports

Directly below: Tennis being standard California therapy, you'd naturally find the tennis dress perfected there. This sleeveless tennis dress (white, of course) is made for freedom on the courts—a full permanently-pleated skirt with shorts attached underneath. And it's made of that constantly good performer, Du Pont Orlon challis. The tennis dress, $30. The soft beige wool sweater, $35. Both are by Zolot, both at Bergdorf Goodman; I. Magnin. Shown at the Ladd house (described on page 75). *Below right:* Sitting on the floor (a Japanese custom) in the Eames house (a Japanese-influenced house shown on page 61), our model wears a very Californian at-home costume. The houseboy pants, tapered close to the leg, are of lightweight blue denim, with a wide stripe of braid, $6. White cotton sateen blouse, with a tucked plastron yoke, $6. Both by Lucinda, at Gimbels' New York and Philadelphia stores.

For shops in other cities, see page 138.





Planning a Western Trip?

TRY S. P.'s CALIFORNIA STREAMLINER

City of San Francisco

CHICAGO • RENO • SAN FRANCISCO



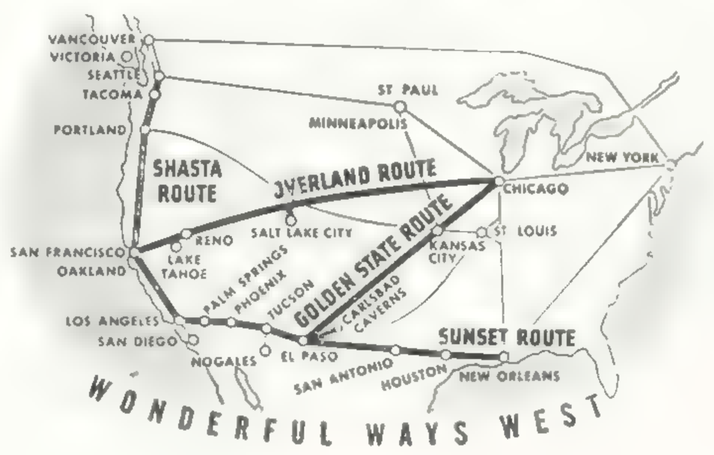
See San Francisco's two great bridges from the City's *Lounge Car.*

Ride the fastest thing on wheels between Chicago and the Golden Gate—Southern Pacific's streamliner *City of San Francisco.* You go the direct Overland route—via Cheyenne, Ogden, Reno, Sacramento.

While the train is fast, life aboard is leisurely. You can snooze in the privacy of your Pullman room (or work, if you must) or play and enjoy refreshments with congenial companions in the *City's* spacious lounge. You can try the *City's* fine food in either Coffee Shop or Dining Car—or we'll serve it in your room, if you prefer. Hors d'oeuvres service, too.

The *City of San Francisco* provides shower and valet service. Low-cost Chair Car accommodations also available.

Plan to ride the *Coast Daylight* (San Francisco-Los Angeles) or *Shasta Daylight* (San Francisco-Portland) as part of your trip. Remember, all Western scenery is on the ground. You see it best from S. P. streamliners.



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the courier case . . . well tailored, well mannered and beautifully detailed. California Saddle Leather in black, tan bark, natural, red. Calf in black, brown, navy, red. About 14.00.

GANSON • San Francisco

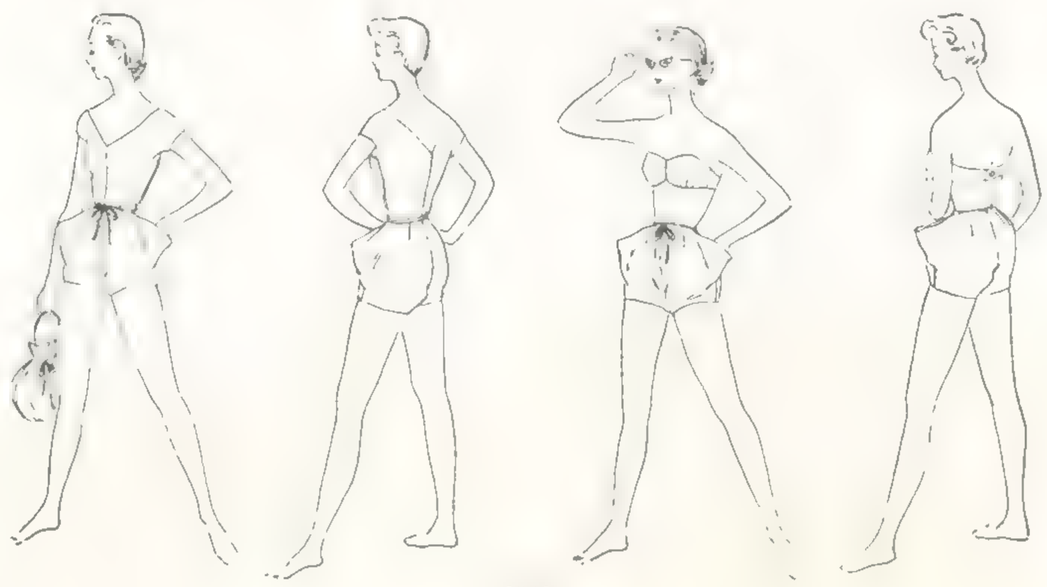
VOGUE PATTERNS

(Other views of the Patterns shown on pages 122-123)



8171 8239 8300

Above left: Pattern 8171, bathing suit. Sizes 12 to 20 (30 to 38). Needed for size 16(34), 1⅝ yds. of 35″ fabric. For bodice lining and undershorts, about 1½ yds. of 35″ fabric needed. 60 cents. *Above right:* Pattern 8239, sleeveless blouse. Sizes 10 to 20 (28 to 38). Needed for size 16(34), 1⅜ yds. of 45″ fabric. 50 cents. Pattern 8300, "Very Easy to Make" skirt and shorts. 24 to 30 inch waist measure. For 28″ waist, 3 yds. of 35″ fabric. Price, 50 cents.



8332

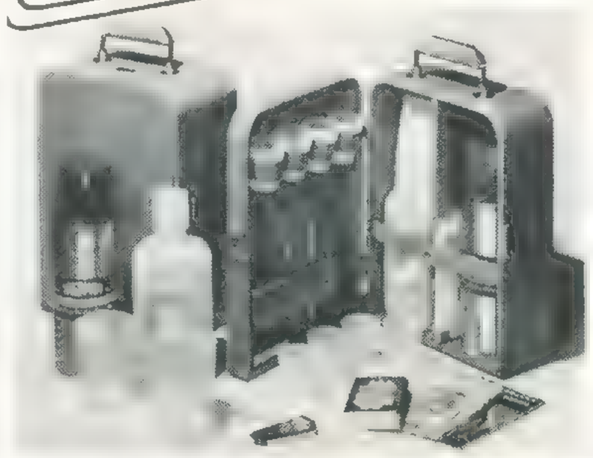
Above: Pattern 8332, two-piece playsuit and strapless bra. Sizes 12 to 18 (30 to 36). Needed for size 16(34), 2⅜ yds. of 45″ fabric. 60 cents.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax.

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Perfect for the man in your life . . . this portable bar for potables and even poker playing. Completely fitted with THERMOS bottle, polyethylene quart bottle, glasses, jiggers, opener-sealer, spoon, spear and deck of cards. Just one of many distinctive Vogue luggage gifts.

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No connection with Vogue Magazine

Continental VOGUE LUGGAGE Co., 585 Howard St., San Francisco 5, Calif.

PICTURES FROM AN INSTITUTION

(Continued from page 89)

tude to take! We mustn't blame it for its *colour*"; she would have explained that the spots on its petals were, after all, only the results of its environment—everyone knows what the water front is like.... Was it a Common primrose? (Flo liked for primroses to be Common.)

President and Mrs. Robbins' little boy was named Derek. All the children at the nursery school thought that he was named *derrick*, but this did not seem to them an odd name for anyone to have—after all, Peter Rabbit—and isn't the Lone Ranger named the Lone Ranger?

If Gertrude had been allowed to pick one word for what people are, it would have been: *irritating.*

The President said . . . with a smile at his homely metaphor, that Gertrude's bark was worse than her bite. This was foolish—Gertrude's bark *was* her bite; and many a bite has lain awake all night longing to be Gertrude's bark.

A wan segment of his face showed from under it [the pillow], like a mouse lying under a loaf of bread. I felt sorry for Sidney [Gertrude's husband]. The devil, come to drag Sidney's soul off to hell, would have felt sorry for Sidney. His body was curled into a miserable (yet somehow homey) mound, and his pajama'd arm was clutched around—no, it wasn't clutched around anything, and yet it looked so much as if it were that you could almost tell what the thing was: it was either a Teddy bear or a cloth duck, and I stared hard at it, trying to make it out—but it was no use.

Sidney was what Gertrude could be good to. From the black steel of Gertrude's armoured side there opened a kind of door, and from it a hand emerged and held out to Sidney a glass of lemonade—cold, and with sugar in it, even if it was bad for him—and the hand, seriously and with interest, watched Sidney drink the lemonade. Then the door closed.

God knows, her [Gertrude's] psychoanalyst would have given her . . . anything . . . she asked for—he had had a transference to Gertrude, and listened in dumb awe while, upright on the couch, she talked.

THE BEST TASTE IS NATURAL . . .

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Perrin "700" $10.50

Perrin "705" $22.50

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Scars from battles with other critters, from encounters with the branding iron, barbed wire, and heel flies, remain visible in this unsanded and unpainted, beautifully polished top grain leather. These natural marks tell the steer's life story. America's most skilled leather workers choose California Saddle Leather for their finest handbags, belts, wallets, luggage and many other leather things. In golden natural shade, or soft aniline dyes.

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Discoveries in beauty



Here, a closer look at the beautiful Californian on page 66. She's been swimming, but her curls are—still prettily intact. Nothing exclusively Californian about the reason: her hair has been reinforced by a new permanent wave, well adapted to the casual life, by Helene Curtis. The new convenience of this is an Instant Neutralizer that completes the wave while the hair is still wrapped on the rods. The saving in time is from thirty to forty minutes. And the springier, softer curls are apt to last a month longer. At salons from Maine to California.

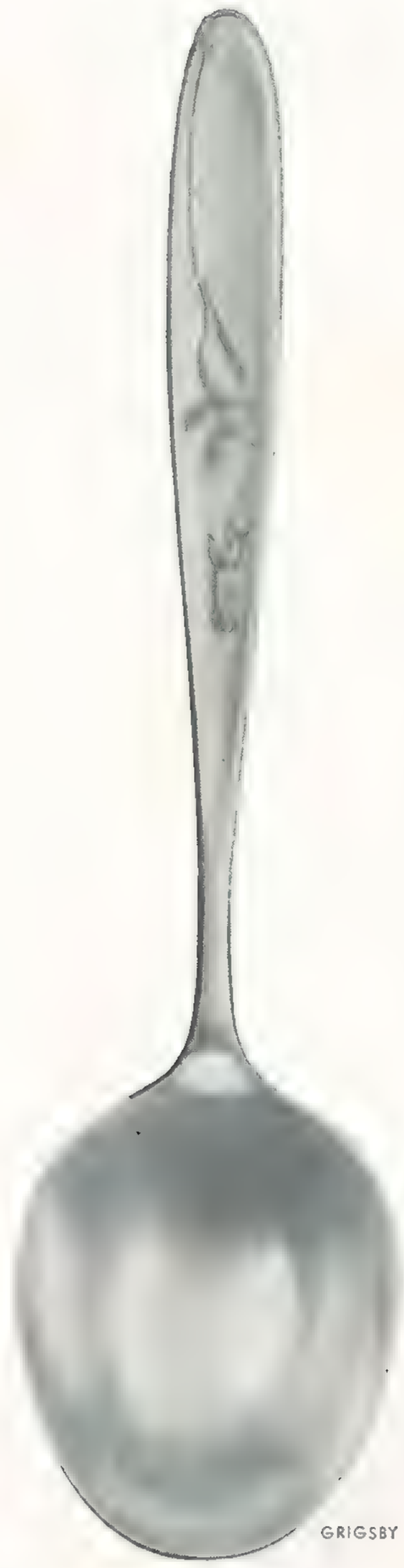


A cleanser formulated for compatibility with dry, sensitive skin: Jacqueline Cochran's Lotion Quick Cleanser. A creamy liquid, this is specially emulsified for thorough cleansing, effective in removing the heaviest make-up foundations and powders. Hydrolized oils in the lotion preserve the skin's natural moisture, ready it for new make-up—without leaving a trace of oiliness. Saks Fifth.

MIEHLMANN

More news from Helene Curtis: Lanolin Discovery, an aerosol spray to make the hair silken and smooth, or to use as a conditioner. The formula is almost 100 per cent lanolin, thinned to a consistency capable of being absorbed by the hair and scalp. The misty spray makes application easier on dry ends, over a coiffure for gloss, directly onto the scalp as a treatment. Bloomingdale's.





GRIGSBY

Pretty pink wedding

(Continued from page 110)

Actual-size detail of the dessertspoon in Towle's new sterling silver pattern "Rose Solitaire," shown on page 110. Prices for individual pieces in this pattern are: dessertspoon, $5.15; luncheon fork, $6; luncheon knife, $5.85; salad fork, $5.10. A six-piece luncheon place setting, $29.75; a six-piece dinner place setting, $32.05. All prices include tax.

The following is a list of stores throughout the country where the Towle "Rose Solitaire" silver pattern may be found.

Akron, Ohio.....The M. O'Neil Co.
Allentown, Pa.....Hess Brothers
Atlanta, Ga. .....Rich's
Baltimore, Md.....Hochschild, Kohn & Co.
Brooklyn, N. Y.....Abraham & Straus
Buffalo, N. Y.
Adam, Meldrum & Anderson Co., Inc.
Charleston, W. Va...Coyle & Richardson Inc.
Chattanooga, Tenn.....Miller Bros. Co.
Chicago, Ill.....Carson Pirie Scott
Cincinnati, Ohio
The H. & S. Pogue Company
Cleveland, Ohio.....The Halle Bros. Co.
Columbus, Ohio....The F. & R. Lazarus & Co.
Dallas, Tex.....A. Harris & Co.
Dayton, Ohio.....The Rike-Kumler Company
Denver, Col
The Daniels & Fisher Stores Co.
Dubuque, Iowa.....Roshek Bros. Co.
Elizabeth, N. J.....Levy Bros.
Indianapolis, Ind....L. S. Ayres & Company
Jamaica, L. I., N. Y.....Gertz
Johnstown, Pa. .....Penn Traffic Co.
Knoxville, Tenn. .....Miller's Inc.
Long Beach, Calif.....Buffum's
Los Angeles, Calif.
Broadway Department Store
Louisville, Ky.....The Stewart Dry Goods Co.
Lynchburg, Va.....J. R. Millner Co., Inc.
Memphis, Tenn.....J. Goldsmith & Sons Co.
Miami, Fla. .....Burdine's
Milwaukee, Wis.....T. A. Chapman Co.
Monroe, La.....The Palace
Nashville, Tenn. .....Harvey's
Newark, N. J.....L. Bamberger & Co.
Oakland, Calif.....H. C. Capwell's
Pasadena, Calif. .....Bullock's
Philadelphia, Pa.....John Wanamaker
Pittsburgh, Pa. .....Kaufmann's
Plainfield, N. J.....Tepper's
Portland, Ore.....Olds & King
Poughkeepsie, N. Y.....Luckey, Platt & Co.
Richmond, Va.....Miller & Rhoads, Inc.
Rochester, N. Y...Sibley, Lindsay & Curr Co.
Salt Lake City, Utah
Zions Co-operative Mercantile Institution
San Bernardino, Calif...The Harris Company
San Jose, Calif.....Dohrmann's
Santa Ana, Calif.....Buffum's
Stockton, Calif. .....Dohrmann's
Trenton, N. J.....Nevius-Voorhees
Tulsa, Okla.....Seidenbach's, Inc.
Waterloo, Iowa.....Davidsons Inc.
Wichita, Kan.....Innes Company



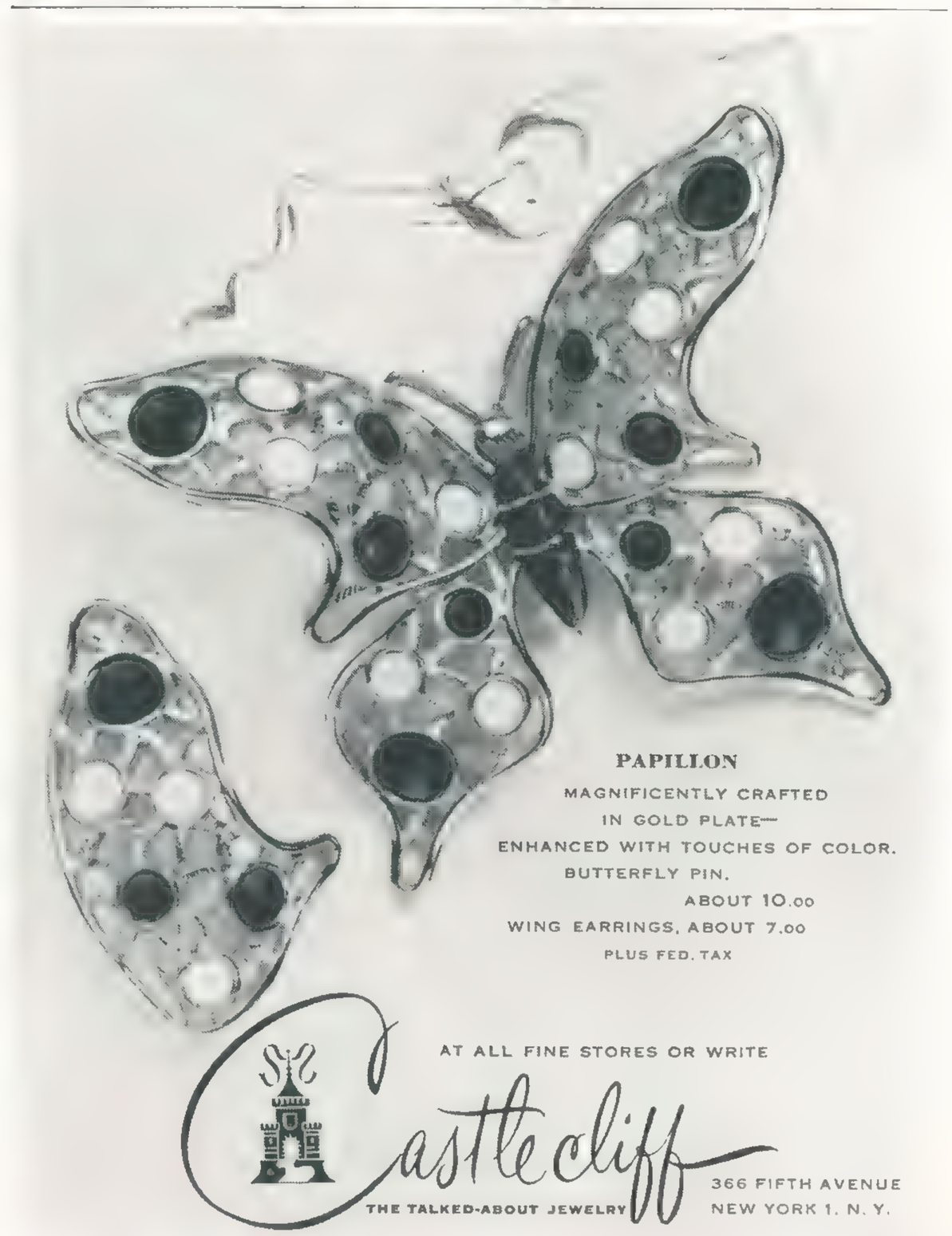
Don't be "Suede" by anyone else but Scully...

California-bred styles in genuine featherweight suede leathers, endowed by Scully with the character, comfort and assured finesse that is the true hallmark of high fashion.

Ask your retailer for a free Scully Suede Fashion Book... he'll be glad to order one for you. Scully Suedes, 725 East Washington Boulevard, Los Angeles 21, California.

Her Scully three-quarter length wrap-around coat, sizes 10 to 18 in **suede.** Available in 19 colors ranging from natural to high shades of turquoise, blue and tangerine. About $125. Also available in **capeskin** leather from pastel shades to deeper tones of grey and navy. He's wearing the Scully Suede pull-over jerkin, featuring a concealed side zipper, with knit back waistband. Colors range from green to shades of natural, tan and brown. About $20.

Scully Suedes



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BLUE FASHIONS, CALIFORNIA—PAGES 78-81

The following is a list of shops throughout the country where many of the clothes shown on pages 78-81 can be found.

Albuquerque, N. M.....Hinkel's
Bakersfield, Calif.....Malcolm Brock
Bartlesville, Okla. .....Montaldo's
Beverly Hills, Calif.....I. Magnin & Co.
Birmingham, Ala. .....Kessler's
Charlotte, N. C.....Montaldo's
Colorado Springs, Colo.....Montaldo's
Columbus, Ohio .....Montaldo's
Denver, Colo. .....Montaldo's
Detroit, Mich.....Himelhoch Bros.
East Orange, N. J.....Doop's
Easton, Md.....Bird Speakman Ltd.
Evansville, Ind.....Ruth Hush Specialty Shop
Fort Worth, Tex.....The Fair
Greensboro, N. C. .....Montaldo's
Independence, Kan. .....Montaldo's
Kansas City, Mo.....Harzfeld's Inc.
Lincoln, Neb. .....Hovland-Swanson
Long Beach, Calif.....Buffum's
Los Angeles, Calif.....I. Magnin & Co.
Lubbock, Tex. .....Dunlap's
Midland, Tex. .....Hinkel's
Milwaukee, Wis.....T. A. Chapman & Co.
Minneapolis, Minn. .....Harold's
Montgomery, Ala.....John Danziger
New York, N. Y.....B. Altman
Oakland, Calif.....I. Magnin & Co.
Oklahoma City, Okla.....Balliet's
Omaha, Neb.....J. L. Brandeis
Pasadena, Calif.....I. Magnin & Co.
Phoenix, Ariz. .....Goldwaters
Pittsburgh, Pa. .....Kaufmann's
Portland, Ore. .....Charles F. Berg
Richmond, Va. .....Montaldo's
St. Louis, Mo.....Montaldo's
Sacramento, Calif.....I. Magnin & Co.
San Antonio, Tex.....Frost Bros.
San Diego, Calif.....The Marston Co.
San Francisco, Calif.....I. Magnin & Co.
Santa Ana, Calif.....Buffum's
Santa Barbara, Calif.....I. Magnin & Co.
Seattle, Wash.....I. Magnin & Co.
Sioux City, Ia.....Younker-Davidson's
Tulsa, Okla. .....Seidenbach's
Washington, D. C.....Julius Garfinckel & Co.
Wichita Falls, Tex.....Parisian
Wilmington, Del.....Bird-Speakman Inc.

OTHER CALIFORNIA FASHIONS PAGES 60-77; 82-87

The following is a list of shops throughout the country where many of the clothes on these pages can be found.

Albuquerque, N. M.....Hinkel's
Appleton, Wis.....H. C. Prange Co.
Baltimore, Md. .....Hutzler's
Birmingham, Ala. .....Kessler's
Buffalo, N. Y.....L. L. Berger, Inc.
Cleveland, Ohio.....The Higbee Company
Clovis, N. M.....Hinkel's
Colorado Springs, Colo. The Daniels & Fisher Stores Co.
Dallas, Tex. .....Neiman-Marcus
Decatur, Ill.....Block & Kuhl Co.
Denver, Colo. The Daniels & Fisher Stores Co.
Detroit, Mich. Himelhoch Brothers & Company
Dublin, Ga.....Stephens, Inc.
Dubuque, Iowa....Roshek Brothers Company
Eugene, Ore.....Russell's Inc.
Evansville, Ind.....Ruth Hush Specialty Shop
Farmington, N. M.....Hinkel's
Fort Worth, Tex.....The Fair
Grand Rapids, Mich. The Wurzburg Co.
Houston, Tex.....Battelstein's, Inc.
Jackson, Miss.....R. E. Kennington Co.
Kansas City, Mo.....Harzfeld's
Los Alamos, N. M.....Hinkel's
Los Angeles, Calif.....J. W. Robinson Co.
Long Beach, Cal.f.....Buffum's
Lubbock, Tex. .....Dunlap's
Memphis, Tenn...The John Gerber Company
Midland, Tex. .....Hinkel's
Milwaukee, Wis.....T. A. Chapman Co.
Montgomery, Ala.....John Danziger
New Orleans, La. D. H. Holmes Co. Ltd.
New York, N. Y. B. Altman
Omaha, Neb.....J. L. Brandeis & Sons
Phoenix, Ariz. .....Goldwaters
Pomona, Calif.....The Orange Belt Emporium
Portland, Ore.....Charles F. Berg
Richmond, Va.....Miller & Rhoads Inc.
Roswell, N. M.....Hinkel's
Salt Lake City, Utah Makoff
San Antonio, Tex. Frost Bros.
San Diego, Calif.....The Marston Co.
Santa Ana, Calif.....Buffum's
Seattle, Wash.....Frederick & Nelson
Santa Fe, N. M.....Hinkel's
Sioux City, Iowa. Younker-Davidson's
St. Louis, Mo.....Famous-Barr Co.
Syracuse, N. Y.....Flah & Co., Inc.
Tucson, Ariz.....Albert Steinfeld & Co.
Tulsa, Okla.....Seidenbach's, Inc.
Washington, D. C.....Julius Garfinckel & Co.
Waikiki, Hawaii.....The Liberty House

CORRECTION

In the March 15 issue of Vogue, Prince Enrico d'Assia of Rome was incorrectly referred to as the son of ex-King Boris of Bulgaria, instead of the nephew. Prince d'Assia is the son of the Landgrave of Hesse and Princess Mafalda of Italy, the daughter of King Victor Emmanuel III. Vogue regrets this error.



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Three African weddings

(Continued from page 129)

a green fedora, tilted at a most rakish angle. He was tall and handsome, and we shook hands with him warmly.

The bride had obviously spent a fortune on her white satin wedding dress, but it looked wildly out of place in this jumble of poverty in the centre of an infertile field. Two very dark little bridesmaids, also in white, had gay angel wings darting out from their hair. Our unexpected presence made them uneasy, and they giggled together as if we were quite the funniest thing they had ever seen. It made their pretty angel wings bobble all over the place.

The chief told us that it was the second day of the wedding, but we were unable to decide whether the festivities had gone on all night long or not. On the outskirts of the group, two old women, squatting on the ground, were stirring up over a fire enormous pots of mealie-meal—the mashed corn which is their staple diet. I imagine they had home-brewed beer, too.

In the little town of Xauen in Spanish Morocco, we saw a part of another Moslem wedding. Xauen, until fairly recently a holy city forbidden to foreigners, lies cradled on a hillside; its streets, roughly cobbled, go steeply up and down. Some of the houses have a blueing on their walls to protect the eyes from the dazzle of eternal whitewash. From the high streets of the town, one can look across the valley and see a white mosque all by itself, standing in small-dimensioned loveliness on the hill beyond. According to Paul Bowles, there is holly in the hills, and at dusk sleek black cobras come out. But we did not see them.

In the square we saw women in huge straw hats, their legs bound up in rags and string, cleaning away the débris of the market, picking up the filth from donkeys in their bare hands. Up past one of the many mosques, one which had a delicate pinkish tower and blue doors, a crowd had collected, waiting to see a wedding procession, and so we waited too. We watched the old men who sat on the ground, their backs against the walls of the shadowed courtyard, the pointed hoods of their burnouses up over their heads. They did not talk to each other, but sat in calm serenity, in the manner of Arabs.

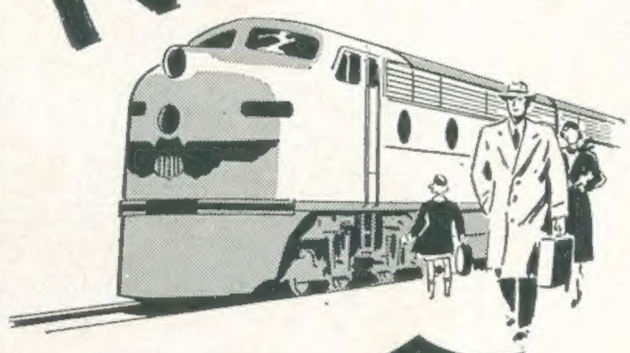
We heard shrill pipes playing, accompanied by Arab drums. The pipes have a timbre reminiscent of bagpipes, and the drums are shaped like tambourines. The procession finally came down the narrow hill into the quiet square, musicians first, then old men, two at a time, some so old that they walked with the aid of wooden staffs. A woman draped in red and white striped cloth followed, bearing high in the air two lighted candles; following her, there were eight young men carrying a pretty, brightly-coloured box, square at the bottom, pointed at the top. This was attached to long poles and was carried at shoulder height with great care. It was certainly the central object of the whole procession, but we could not imagine what was in it. Behind the box were other marchers with lighted candles, with the rest of the spectacle dwindling into more groups of old men, another orchestra, and ending up with a ramshackle crowd of less illustrious-looking followers. The box, we thought, must shelter some small and valuable religious relic, one of the bones of Mohammed or something. But not at all; the precious box contained the bride. No part of her was visible as the whole structure was enveloped and swirled around with embroidered scarves of every imaginable colour. The whole bundle looked absurdly small. She must have sat cross-legged, half smothered in this fantastic midget's tent.

A wedding in Morocco has much ritual. As in Zanzibar the bride, of course, never sees the groom. She must be carried from her house into his without ever once having her feet touch the ground. Since the groom may live many miles away, this process is sometimes difficult. Often the bride never again sees her own family, but is shut away in purdah with the groom and his relatives forever more. While the bride is being carried through the streets, the groom waits in his own house. By tradition his head must be shaved and his little finger dyed henna. When the bride and groom finally meet, the only other person present is supposed to be a Negress servant. The bride may be as young as fourteen, and the groom as old as Solomon. The Negress serves the bride and groom a wedding feast. It will not be their custom to dine together in the future, as Moslem women rarely touch food to their lips before men. Members of both families wait outside the nuptial chambers for the consummation of the marriage.

When we left Xauen, hours after we had first spotted the marriage procession, it was still winding up and around the narrow streets. It went straight through the bazaar for the entertainment of everyone, passing the hashish seller, through the small rooms where people sit making bright leather shoes all day, and the stalls selling the brilliantly-coloured trousers and radiant little silk shirts that one never sees except in the bazaar. We couldn't stop wondering about the little bride. Was this blind journey, knocking about in a silken box, the last time she would ever be abroad?

EDITOR'S NOTE: *Jane Gunther spent eight months, from December, 1952 to July, 1953, in Africa with her husband, John Gunther, who interviewed and talked and probed for material for his next book,* Inside Africa. *Wherever he went, she went, and that meant to thirty countries.*

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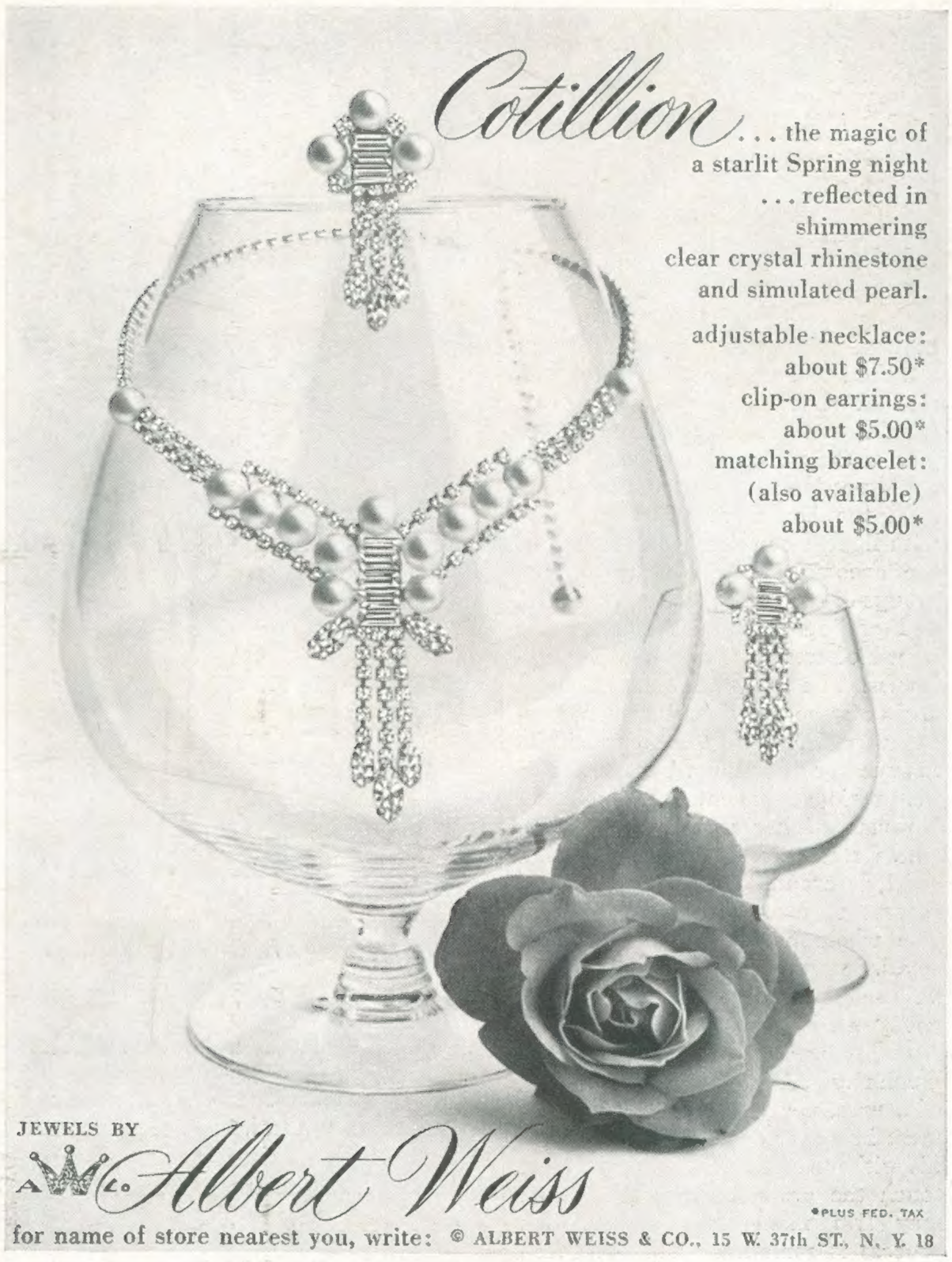
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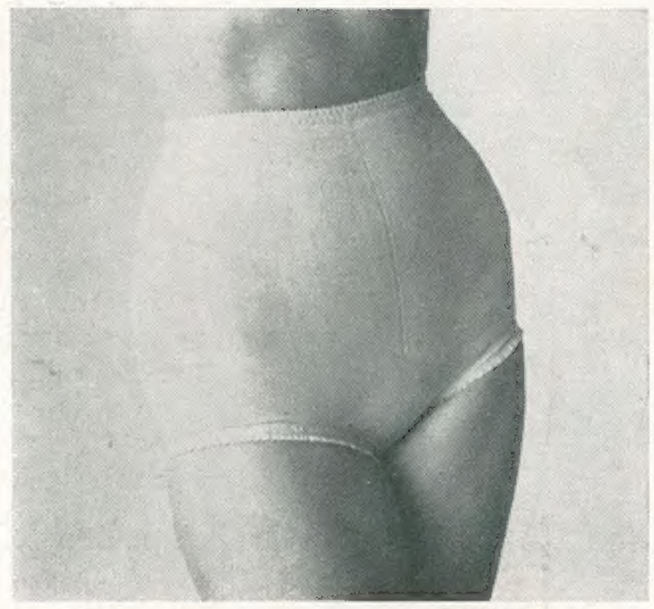
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HONEYMAN

UNDER KNITTED BATHING SUITS:

Swimming Girdles

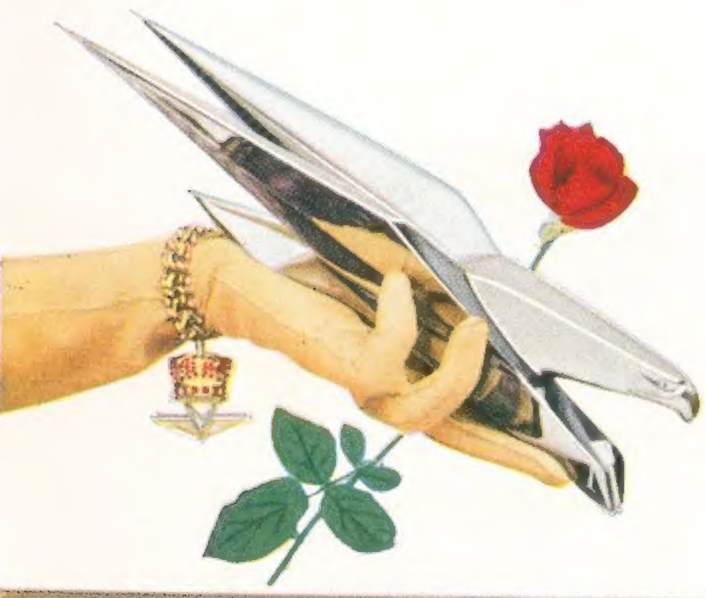
One thing about the slim good looks of knitted bathing suits—they demand something from the wearer. What? Good lines, and an easy fit. Most suits offer built-in bras; here, the rest of the solution: separate pantie girdles, so light they're a second skin. *Above:* A bathing girdle of elasticized nylon, without seams. Same girdle: perfectly wearable under day clothes (reason for its detachable garters). By Silf Skin. $5. Saks Fifth Avenue. *Left:* Bathing girdle of nylon woven with Lastex. Off, it's about as big as a handkerchief, dries in minutes, is ready to wear under day clothes (just hook on its garters). By Jantzen. $3.50. Stern's. *Right:* Bathing girdle of porous nylon net with crocheted bands that look like lace. Like the other girdles on this page, it's amphibious because of detachable garters. By Nemo. $4. Altman. *All*, of Du Pont nylon, made in sizes small, medium, and large.

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